

Current Purchases Produced By Ads Per Dollar of Cost

Advertising Cost **\$1.00**

Purchases Produced
By Advertising **\$3.04**

How Issue Readers Buy

In Last Year
Before Advertising **100**

In First Year
Of Advertising **112**

Measuring Product Sales Made by Advertising Daniel Starch

When Advertising Stops

Purchases in
Last Year of
Advertising **100**

Purchases in
First Year after
Advertising Stopped **86**

Do Campaigns Wear Out?

Buying
In First 2 Years **9.0**

Buying
In Second 2 Years **1.4**

<i>Mail-order Inserts Increase Sales Four Times</i>	STANLEY RAPP	79
<i>First Six-Months' Rate Changes</i>		94
<i>Points To Watch In Media Promotion . .</i>	THEODORE D. MANDELSTAM	89
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Karl A. Zollner



MARKETING WORK FILE

Another new marketing aid from STEEL . . . the most complete, single source of metalworking information ever made available by an industrial publisher. Puts at your fingertips all basic market data you need for more effective, shirt-sleeve marketing to metalworking. Available now from your STEEL Representative.

William L. Poland



METALWORKING MARKET COUNSEL

Another new marketing service from STEEL. STEEL SALESMEN GO TO SCHOOL . . . take marketing courses prepared by instructors of New York University's Graduate School of Business. Contact with STEEL Research, STEEL Editors, STEEL Readers . . . makes them metalworking market specialists.

Calvin Fisher, Jr.



USERSHIP REPORTS

Another new advertising aid from STEEL . . . definitive measurement of advertising effectiveness that goes beyond inquiries and readership scores. Reports relate to both advertising and editorial . . . in-depth case studies of user-ship in action. Your STEEL Representative has the complete package now.

Edward L. Franke



IMPACT PROGRAM

Another editorial innovation from STEEL! September 1960 . . . STEEL breaks tradition with an issue devoted to the Import Problem. January 2, 1961 . . . STEEL follows up with People Power. April 17, 1961 . . . STEEL concentrates on Price Fixing. Result? Response rate to new level of excitement. Ask for details.

expect new ideas

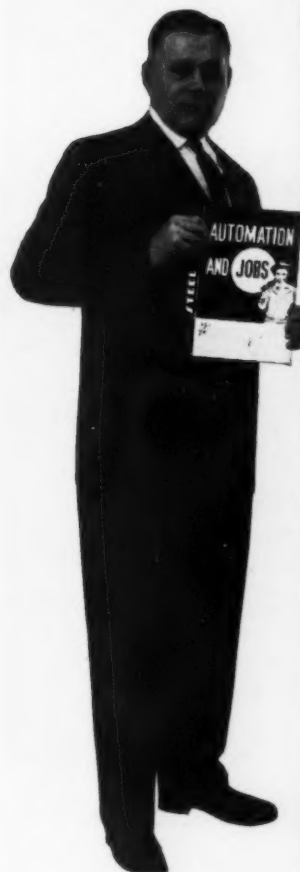
Frank

James K. Gittam

William J. Verschoor

William D'Alexander

Harold A. Dennis



ACT
GRAM

PRESENTATION AIDS

STEEL INTERNATIONAL

MARKETING LIBRARY

IMPACT ISSUE ON AUTOMATION

trial innovation
September
EL breaks
issue de
Problem.
... STE
People P
1 ... STE
on Price F
response r
of excite
s.

Another new advertising aid from STEEL! Practical data help you prove to your sales force, or your management, the need for adequate advertising to your company. Up-to-date statistics... plus work to use in flip board and slidefilm presentations. Ask your STEEL Representative.

Another first from STEEL! Jan., 1962... STEEL will launch a monthly international edition to serve American manufacturers selling in foreign markets. STEEL INTERNATIONAL will be distributed in Western Europe, Japan, Australia, India, Africa, Central and South America... accenting news of interest to overseas manufacturers.

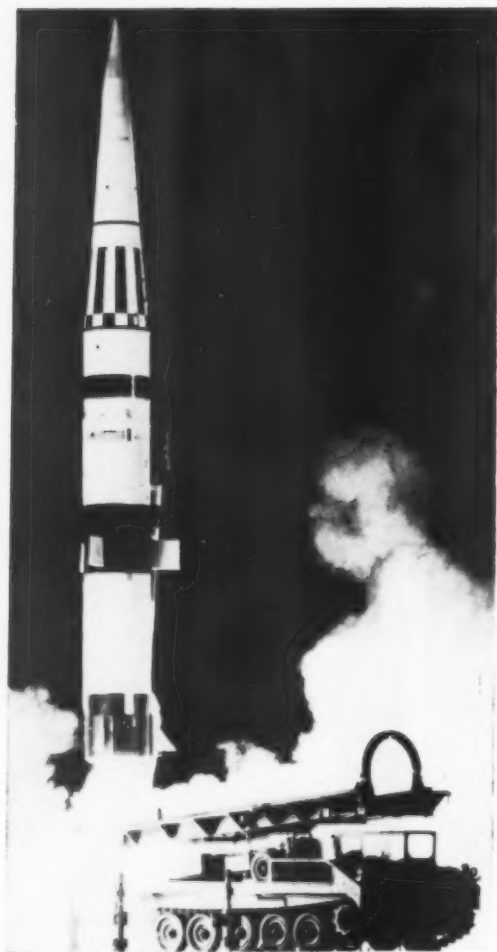
Another marketing service from STEEL... an all-inclusive information center for Metalworking Marketers: includes a wealth of selling and marketing aids, studies on products, buying practices, motivational research, advertising measurements and techniques, visual marketing aids, etc. Your STEEL Representative has full details.

Another editorial achievement from STEEL... the fourth of these in-depth reports. The subject: AUTOMATION AND JOBS. 40 pages show in detail how management, labor and government can work together to improve our national economy and employment through automation. Ask your STEEL Representative for a copy.



s st from **STEEL**

The Metalworking Weekly



THE MARTIN COMPANY

*found that,
in the newsweekly field,*

NEWSWEEK REACHES

INFLUENTIAL

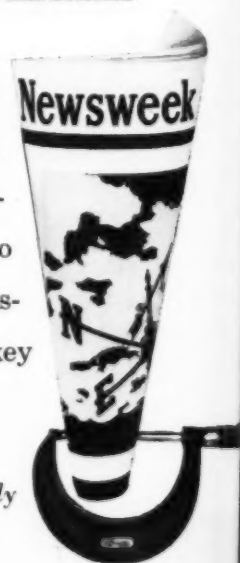
"PUBLICS"

MOST EFFICIENTLY!

The Martin Company, rockets and missiles manufacturer, in co-operation with Newsweek, recently completed its own marketing and readership study. Martin selected the influential groups to be surveyed.

The results shown at the left reconfirmed this fact:

By industry's own measurement, Newsweek proves to be the most efficient newsweekly in reaching the key decision-makers.



THE MARTIN COMPANY

	% COVERAGE (Base: 1,248)	COST PER MENTION *
NEWSWEEK	40.1	\$15.60
U.S. NEWS & WORLD REPORT	31.1	16.35
TIME	53.8	21.28

* derived by dividing each magazine's number of mentions into its current black-and-white page rate

Newsweek... by industry's own measurements... the most efficient newsweekly

MEMO TO MEDIA:

How Do You Say "Interurbia" in Japanese?

This question has puzzled the editors of Media/scope ever since the media director of the J. Walter Thompson Company asked Media/scope to supply their Japanese associates with definitions of media-buying terms. Since the word "Interurbia" was coined some years ago by J.W.T. and the Yale School of Architecture & Design, it is highly unlikely that the J.W.T. media director had it specifically in mind when he made his request. Nevertheless, it is to be found in Media/scope's "Dictionary of Terms Useful to Buyers of Media" which, incidentally, was accepted immediately by J.W.T. as the answer to their problem.

It is gratifying to fill such requests—from agencies, advertisers and individual readers of Media/scope—particularly when they come from large organizations with vast research resources of their own. But this is just one of many contributions that Media/scope makes regularly to the advertising industry.

Another—as Media/scope Editor Roger Barton recently noted—is the increasing use of Media/scope articles as subject matter for speeches. For example, a recent talk before the A.N.A. Workshop on Planning and Controlling Profitable Advertising by Bruce W. Wert, Assistant Manager of Advertising and Sales for the Goodyear Tire and Rubber Company, utilized data presented in Media/scope's article on Goodyear in the December, 1960 issue.

Another case in point: The appearance of Dr. Jaye Niefield on a platform discussing the story about Florists Telegraph Delivery which appeared in Media/scope last November.

Still another: The discussion of rate changes by Dr. Harold P. Alspaugh at the June 21st meeting of the New York Advertising Media Planners—an idea stimulated by the article on newspaper discounts contributed by Dr. Alspaugh in the May issue of Media/scope.

Comments Editor Barton: "Sometimes Media/scope picks up and adapts valuable ideas that originate in meetings, but at other times Media/scope provides the ideas."

Supplying ideas on media selection is a function of Media/scope. That Media/scope is helpful in this area is indicated by letters from agencies, media and manufacturers.

". . . just about the best media trade publication in the business," writes Frank J. Gromer, Jr., Vice President and Director of Media, Foote, Cone & Belding.

(Over)

" . . . we hold it in high regard in this office," says Sidney A. Musser, National Advertising Manager, The Daily Oklahoman-Okla-homa City Times.

" . . . excellent editorial coverage,"—Leo Skarz, Jr., Adver-tising Manager, Armstrong Rubber Company.

" . . . finest and most interesting trade magazine in our field . . . "—Edmund M. Lassus, Director of Sales Promotion, Baby Talk Magazine.

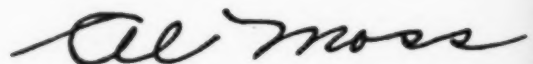
" . . . finest advertising book published at the moment . . . " —Warren B. Wiethaupt, Media Group Supervisor, Gardner Advertising Company.

" . . . stands head and shoulders over all others in the field of advertising research,"—Howard E. Hopf, Research Account Execu-tive, Campbell-Ewald Company.

Media/scope offers unique acceptance among those who make media decisions. It has the great virtue of consistency. Each issue provides media advertisers with the opportunity to reach the precise audience they seek regularly, constantly, and not merely by chance. Aimed editorially at the major interests of people who buy or in-fluence the purchase of advertising, Media/scope offers a concentra-tion of circulation among those who say "yes" to the selection of all classes of media.

Your message in Media/scope gives media salesmen maximum sup-plemental support among this influential audience of advertising buyers.

Cordially,



A. W. Moss
Assistant Publisher

(This insert appears only in those copies going to our complimentary list.)

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MEDIA PLANNING

Measuring Product Sales Made by Advertising: Special report on study made by the author through 400,000 interviews concerning the readership of 45,000 advertisements in two large weekly magazines and the buying acts of the readers and non-readers of these advertisements. The study develops a method for measuring the relative selling effect of different advertisements that is applicable to all media. This is the most important study that MEDIA/SCOPE has presented, and warrants a careful reading of its entire 26 pages . . . Dr. DANIEL STARCH . . . 39

MEDIA TECHNIQUES

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Points To Watch in Media Promotion: How media can aim more accurately at its unique audience. . . . THEODORE D. MANDELSTAM 89

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What Makes a Good Media Planner?: Qualities looked for at Ogilvy, Benson & Mather, Inc., when hiring media planners. . . . JAMES J. McCAFFREY 85

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Station-break Practices of 72 Network Affiliates: Results of a survey made by the Lawrence C. Gumbinner Agency. . . . 84

First Six-months' 1961 Media Rate Changes: One of a continuing series of reports by the MEDIA/SCOPE Research Department. . . . 94

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Scope on Media (a look around and a look ahead) . . . 15; Letters . . . 10; Media/quotes . . . 26; Scope on People . . . 105; Media/headlines . . . 98; Media/trends . . . 120; Media/dates . . . 132; Personnel Changes . . . 134; Advertisers Index . . . 136.

WHAT'S AHEAD FOR OCTOBER

Chicago: The Market and Its Media—one of a series of media-market reports indicating growth patterns in major city and suburban areas . . . Refresher Course in TV Advertising—how TV is bought, station characteristics, what the rating services do, and other considerations . . . Bingo Cards: Good, If Fast—Results of a survey of inquiry pass-along procedures of business papers made by William J. Henderson and Jack Ruddy of L. W. Ramsey Advertising Agency, Davenport, Iowa.

COVER

Four charts depict some of the major findings in the report of Dr. Daniel Starch's new research explained in this issue, starting on page 39.

SUBSCRIPTION RATES AND QUALIFICATIONS

For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.
For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.
Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Ill. Printed in U. S. A. Controlled circulation postage paid at Skokie, Ill. Copyright 1961 by Standard Rate & Data Service, Inc. Change of mailing address must reach Circulation Department two weeks in advance of publication date.

INSIDE SOLID CINCINNATI:



"I'll bet Daddy's glad we're one of those Cincinnati Enquirer families — with \$600 a year more to spend than the average Cincinnati family."

.....**SOLID CINCINNATI READS THE CINCINNATI ENQUIRER**



Daily Enquirer families *make more, need more, spend more.* You're *in* with them when you advertise in their newspaper... the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

re in suit
anati Daily
write the
ends survey
Schmidt, Inc
September 198

\$600

UIRED



media director or design engineer?

SM JW
READ 31
READERSHIP OF YOUR MESSAGE BY
DESIGN ENGINEERS IS WHAT YOU
WANT. AND GET IN MACHINE DESIGN.

He's a media man caught in the chain reaction of problem solving. He shifts strategy, drops newspapers, adds magazines . . . decides to diversify, adds six . . . decides to concentrate, drops seven . . . all the while blending creative intuition against an ocean of facts. The design engineer also finds one decision leads to another . . . and another. Solves a drive problem . . . needs a new control . . . needs a different material . . . now a fastener . . . and so it goes. To keep ahead in either field, media or design, they must keep ahead in *all* areas. The design engineer keeps on top of his job by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

A Penton Publication, Penton Building, Cleveland 13, Ohio

BPA
CCT
MACHINE **DESIGN**

MORE
EDITORIAL
AWARDS

MORE
READERSHIP

MORE
ADVERTISING
PAGES

MORE
READER
RESPONSE

MORE
EFFECTIVE
CIRCULATION

MORE
MARKETING
AIDS

LADIES HOME SEPTEMBER 1961

JOURNAL

CLARK GABLE

DO ALL MEN
TO BE MARRIED?

WHAT'S HAPPENED
TO OLD FASHIONS & MORALS?

PANEL DISCUSSION
WITH ADLAI STEVENSON

12 PAGES OF
PROPHETIC FASHIONS

ROSIANA CONDENSED NOVELLA

COOKIE-JAR COOKIES

DIET OR DIE—
I LOST 175 POUNDS

GA, WE WOMEN BELIEVE

Have you seen what we're doing at the Journal?
Today's most exciting women's magazine — to women

MEDIA/SCOPE

Serving the buyers of advertising

Published monthly by
Standard Rate & Data Service, Inc.



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Roger Barton

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Murray Hill 9-6620

PACIFIC COAST OFFICE
Don Harway & Co.
336 N. Central Ave.
Glendale 3, California
Chapman 5-9421

From the publisher's notebook



Time Spent with Media/scope

How much time do readers of the advertising business press spend with favorite publications and how intensive is that readership? These questions have been in our minds, and in order to satisfy ourselves we looked into the matter. Primarily, of course, we are interested in how much time a buyer of media spends in reading MEDIA/SCOPE. The results of our investigation were gratifying to us and should be interesting to you.

The amount of time that a media buyer spends with this magazine ranges upward and down from 47 minutes. This is the median figure reported by 250 members of the National Panel of Media Buyers that our research department maintains as a cross section of the media buyer group in advertising agencies. Two hours or more is devoted to MEDIA/SCOPE by 12 per cent of the persons in this group.

The next largest median figure for time spent with any other sales, advertising, or marketing publication is 28 minutes, and only 3.5 per cent of the media buyers who see that publication spend two hours or more with it.

It is quite clear that we are doing very well with the people we aim to reach. It is equally clear that we are satisfying the reading requirements of these people — the professional media buyers — much better than the publications that try to cover the interests of buyers of advertising at the same time that they seek to cover the interests of artists, copy writers, salesmen, and other workers in advertising who do not have a primary interest in media-market selection. In other words, it's a very difficult thing to be all things to all people.

Let me repeat: this is the report of a true cross section of the media-buyer group in advertising agencies — not of all the many people who are generally classified as "in advertising work." By specializing we have always felt that we could do a better job for the buyers — and by the same token for our media advertisers.

As to indications of intensity, I submit that "at home" reading is a pretty strong indication of a man's interest in what he is reading. I am proud, therefore, to say that MEDIA/SCOPE has the highest "at home" reading percentage among media buyers who get it. Fifty per cent of our media buyers read MEDIA/SCOPE at home where they can give it a truly careful reading. And we also have a broad and relatively even coverage pattern among buyers of all types. Among the whole group of media buyers, 80 per cent say that they have read MEDIA/SCOPE (a monthly) during the previous four weeks. Among time-buying specialists, 76 per cent say they read it during the previous four weeks. Among space buying specialists, 82 per cent said they read it during the previous four weeks. Among the still other group of buyers who are concerned with all types of media, 82 per cent say they read it during the previous four weeks. So we have good per-issue reach as well as penetration in our segment of the market.

And what could be a more important segment of the market than the buyers of advertising?

Walter E. Botthof

EVOLUTION

Pennsylvania Gazette.

THE SATURDAY  EVENING POST

THE SATURDAY
EVENING POST

SATURDAY EVENING POST.

THE SATURDAY
EVENING POST

September 1961

**THE SATURDAY
EVENING POST**

The Saturday Evening

POST

REVOLUTION!

Suddenly, The Saturday Evening Post explodes with a blazing new spirit. Color runs riot. Imagination is king. The printed word rises to new glory. A new creative freedom comes to magazines — and the roar of excitement can be heard round the reading and advertising world. Vive la révolution! In the new Saturday Evening Post, suddenly reading becomes a new adventure!

POST
The Saturday Evening

When you think
Pennsylvania, think
Philadelphia,
Pittsburgh—and Erie!



Erie is unquestionably the 3rd city in the state of Pennsylvania, holding down this position in both population and effective buying income. ■ What's more, Erie is growing — and fast. Specifically, it leads all major* Pennsylvania cities in population growth since the 1950 U. S. Census. ■ Consider also Erie's above-average sales potential. For instance, in heavily industrialized Erie (over 40% of non-farm employment in manufacturing) average earnings of industrial employees have ranked *consistently* and *considerably* above the state average. And they have registered a better than 40% increase since 1951. ■ To win consumer loyalty in this dynamic Pennsylvania market, all you need is The Erie Times & News.

Sources — Population and effective buying income: 1961 Sales Management Survey of Buying Power.
Earnings: Pennsylvania Bureau of Employment Security.

The Erie Times *evening*

The Erie News *morning*

The Erie Times-News *Sunday*

Represented by The Katz Agency, Inc.

LOOKING FOR A NEW PLANT SITE?
Write Erie Chamber of Commerce for detailed brochure on Erie Industrial Park: 225-acre, centrally-located plot offering ideal water, rail, highway transportation; proximity to major markets; skilled labor force.

*100,000-and-over population.

Letters from Readers

ANA INTEREST IN IARI

I read with a great deal of interest the MEDIA/SCOPE article in the July 1961, issue concerning the Industrial Advertising Research Institute.

The initiative for the explorations now being carried on should be credited to the Business Paper Publishers Committee, which meets semi-annually with the ANA Business Paper Committee. This responsible group of publishers proposed that a set of criteria be established for business paper research studies which could be administered by an impartial group of qualified individuals.

At the suggestion of the Publishers Committee, the ANA agreed to appoint an advisory committee which would counsel with the publishers with regard to possible procedures for raising the level of research in the business paper field. The ANA subcommittee on this project is comprised of Chairman Joseph Hobbins, advertising manager, the Anaconda Company; Murry Harris of International Business Machines Corporation; and James Murphy of Allis-Chalmers. The Publishers subcommittee on this project is chaired by Philip Allen, president of Maclean-Hunter Publishing Company.

These subcommittees took the initiative in inviting IARI to submit a detailed specific proposal of a method for appraising objectively research jobs sponsored by business publications. Dr. J. E. Bachelder of IARI has agreed to submit such a proposal for review by the Business Paper Publishers Committee and the ANA Committee at its meeting in September.

WILLIAM D. KISTLER

Vice President, Association of National Advertisers.

COVER PRICE

We must take issue with Lionel Kaufman when he says (MEDIA/SCOPE, July, p. 86) that the cost of producing and delivering a medium to its audience *does not* determine its cover price.

While we appreciate the fact that Mr. Kaufman's remarks were quali-

fied, and generally referred to consumer publications, we must point out these facts about *Traffic World*:

About 50 years ago, *Traffic World* sold for the phenomenally high price (then) of \$10 a year; the subscription price has gone up, over the years, to \$20, \$24, \$32 and — on September 1, 1961 — to \$36 a year. This most recent increase, of 12½ per cent, stands in contrast to a display advertising rate increase of 10 per cent, set for October 1. Thus, for more than 50 years *Traffic World's* subscription price has represented considerably more than what Mr. Kaufman refers to as "a token of costs."

The facts about *Traffic World* (a weekly) are also at variance with Mr. Kaufman's statement that weeklies sell for less than monthlies.

Finally, when Mr. Kaufman asks how many people ever buy a magazine at its cover price (referring to the savings effected by subscription), we can answer that our subscribers do — paying a subscription price which is only \$3 lower than the \$30 they would have to pay if they bought all 52 issues at the cover price of 75 cents each.

We have other reasons, too, to believe that, in the case of *Traffic World*, at least, cover price can be equated with reader interest.

And, as we say at *Traffic World*, with an ad page rate of \$650, how many publications can say their subscription rate is 5.5 per cent of the ad rate?

RICHARD P. COLEMAN

Circulation Director, *Traffic World*, Washington, D. C.

BIND-IN ENVELOPES

In the January 1961 issue of *Media/scope*, in the article on page 56 you mentioned a liberalized postal rule making possible the use of a bind-in envelope. Although no mention was made of second-class mail, the text of the article seemed to indicate that the bind-in envelopes were being used in publications mailed at second-class rates.

(Continued on page 12)

Media/scope, September 1961



SOMETHING MISSING . . .

(like California without the Billion-Dollar Valley of the Bees). If you're hunting for greater product sales don't overlook California's great inland Valley. Here is a 27-county market with a disposable income greater than \$4 billion — more than any one of 25 entire states. You're not selling California unless you're selling the Valley. And to cover it in depth you need the three Bee newspapers, each the strong local favorite in its section of the Valley. Check the three discount plans today.*

Data Source: Sales Management's 1961 Copyrighted Survey



McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA AND ORMSBEE

The Bees give national advertisers discounts on ① bulk ② frequency; or ③ standard pages. Check O'Mara and Ormsbee for details.





Double Sixes may be a loser on the crap tables, but it's a winner in Metropolitan San Jose. In six short years school enrollment has doubled to 173,589!

Add to this 41,700 students who will attend local colleges this Fall, and you've a big reason why Metropolitan San Jose is flourishing.

But it's just one reason — for the full story, write us or ask your nearest Ridder-Johns office. Cash in on our Billion \$ Bundle of Buyers!

Remember, when you want to sell, just "Look Ahead—Look to San Jose!"

San Jose

Mercury and News

Represented Nationally by Ridder-Johns, Inc.

A Ridder Newspaper

Member, Metro Sunday Comic Network

(Continued from page 10)

By coincidence, we had instituted a request for a ruling on bind-in envelopes in second-class publications before seeing your article. The following is the answer we received: "The Department has ruled that business reply envelopes or any other envelopes cannot be bound as pages in copies of publications mailed at second-class postage rates."

Believing that the use of bind-in envelopes can be an important aid in magazine advertising, we're anxious to get a favorable ruling from the post office on our request.

SUG GUTHMAN

Executive assistant, Atlanta Envelope Co., Atlanta.

The above ruling is correct, and holds true at other mailing points, a check at the New York City Post Office reveals. This applies, however, only to second-class postage. If a bind-in return envelope is used, that portion of the magazine that carries the envelope through the mail has to go at third-class or first-class rates. Obviously, there is no problem with copies distributed at newsstands.—THE EDITOR.

ST. LOUIS MARKET

The marketing approach to the buying of media, as discussed in your "St. Louis: The Market and Its Media" (March 1961 MEDIA/SCOPE) is vital to radio, and one with which we are in wholehearted agreement.

Proper evaluation of media roles in marketing campaigns can only be accomplished through agency personnel capable of understanding the client's marketing problem and translating the problem into media needs.

Your efforts in this direction are good for all of us.

ROBERT HYLAND

Vice president and general manager, KMOX, St. Louis.

CHECKLISTS

As you so correctly state, not all of the points in the MEDIA/SCOPE Media Buyers' Checklists are always relevant, but the lists do provide an exceptionally helpful guide to straight thinking. I am sure there are many in the advertising business who are (or should be) very grateful to you for them.

R. W. STANLEY

Advertising manager, Brooke Bond Canada Limited, Montreal.

69%* of the 740,000 TV homes in the 68 counties of the Minneapolis-Saint Paul market area are "daily subscribers" to WCCO-Television.

*(Daily Circulation, ARB 1960 Coverage Study)



BASIC MEDIUM MINNEAPOLIS • SAINT PAUL

WCCO*

This totals more visual and audible impact than is possible with any "single sense" medium.

WEBSTER:

*basic (bās'ik), *adj.* 1. of or pertaining to the base or essence; fundamental; as a *basic* fact.

MORE than the dominant television station in the Minneapolis-Saint Paul Market: Actually the medium to buy FIRST OF ALL! For complete proof write WCCO-Television or national representatives, Peters, Griffin, Woodward, Inc.

Half Time!



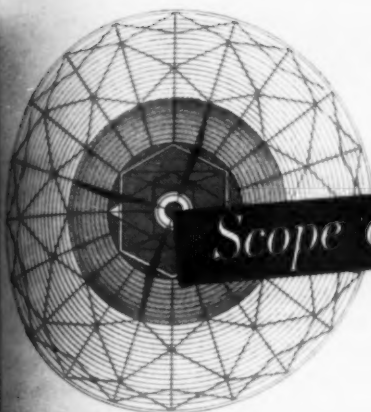
The tension, the strain, the drama of high school football kicks off the September issue of *Boys' Life*. What else do they read in September? There's an *A. B. Guthrie, Jr.* short story, a *Margaret Mead* article, an *Ashley Montagu* biography, and an excellent nature study by *Durwood Allen*. No other youth magazine or periodical in America today delivers the kind of top flight editorial, month in and month out, that *Boys' Life* gives

its readers. That's what makes a magazine.

Boys' Life has numbers, too—biggest circulation by far of any single youth publication—but that's only half the story. Ads look better in a good magazine. And when they look better they make better impressions. Every retailer knows the value of effective display. Why not compare magazines in the youth field? You'll see why *Boys' Life* offers the best display space for your ads.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA



Scope on Media

A LOOK AROUND AND A LOOK AHEAD

MINOW VS. FREEDOM OF TV

The line was drawn in the battle of Minow vs. Freedom of TV at Northwestern University last month. It was here that the difference of opinion as to what aspects of television should come under the surveillance of Federal Communications Chairman Newton Minow came out in the open. Mr. Minow, speaking at the National Symposium on Freedom and Responsibility in Broadcasting, said that the FCC has the right to withhold a license from a station because the FCC does not think the programming of that station has been in the public interest. W. Theodore Pierson, of the law firm of Pierson, Hall & Dowd, specializing in the communications field, said at the same meeting that the FCC has no such right.

Mr. Pierson's principal point was that to place in the hands of the FCC chairman the power to decide for the American people what is and is not proper for them to see on TV is censorship, and in violation of the First Amendment. This is the question raised in its brutal essentiality, and around this point further debate of the issue is likely to revolve.

Reaction to the Minow point of view as now exposed is bound to take the shape of some sharp questions by advertising professionals:

1. What can a representative of the public — however high minded — use as criteria in censoring show content when that content is willfully brought into the living rooms of millions of the Americans he professes to represent and voluntarily viewed by them?

2. Why should there be a government censor of TV entertainment when there is little effective censorship in other media of the exposure of strategic military information that may give aid and comfort to the enemy?

3. By what double standard does Mr. Minow ignore the sales of books describing sex and violence and then jump on TV when a fraction of the same material toned down goes on the air?

4. Have Americans become so low in moral fibre that they cannot restrain themselves from watching allegedly demoralizing TV shows? And if this is the case (which many do not believe), could it be our educational system rather than our entertainment industry that Washington's Watch-and-Ward Society should seek to control?

5. If cultural TV is such a need of Americans as Mr. Minow claims, why do his countrymen shun a large part of the excellent cultural shows now on the air?

When the full implications of Mr. Minow's Northwestern University statement become clear, it will certainly lead to further debate, and may well lead to some back-tracking. Meanwhile, LeRoy Collins of the National Association of Broadcasters, has blandly accepted the Minow Doctrine that the FCC has the right to judge on programming values. Harvard Law School Professor Louis L. Jaffe has attacked the Minow Doctrine on the grounds that "official direction of culture . . . tends toward the mediocre." And Fairfax M. Cone of Foote, Cone & Belding, has said that advertisers and agencies are not to blame, the fault lies with the networks and stations.

SRDS SUBSIDIARY TO HANDLE SPOT TV BILLS

One of the largest headaches now plaguing broadcast buyers and sellers is the control, coordination, and justifying of bills. A new company has been formed by Standard Rate & Data Service, Inc., to do this job: Broadcast Billing Company, Inc., an SRDS subsidiary situated at 432 Park Avenue South, New York. The new organization will start dry-running its procedures without charge for clients as they sign up, and will move from a control and development period to full-scale operations on January 1, 1962.

Chairman of the board of Broadcast Billing Company is C. Laury Bothhof, president of SRDS; president of BBC is Albert W. Moss, executive vice president of SRDS and assistant publisher of MEDIA/SCOPE; vice president in charge of sales of BBC is George W. Schiele, formerly with Broadcast Advertisers Reports, Inc.; and vice president in charge of operations of BBC is Richard Golden, formerly with Triangle Publications, where he developed and operated a multi-station billing activity for Triangle's 14 broadcast facilities.

The new company will act as a central billing organization for television — and ultimately radio — stations and the advertising agencies making use of broadcast media. It will perform services for both the stations and the

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agencies and will seek the paid participation of both. Its big assignment is the coordination of all of the multiple agency orders issued to stations, invoices from stations, and records of broadcast performance into one billing central that will: 1. Check performance daily; 2. Note discrepancies; 3. Consolidate the billing of participating stations into one consolidated bill for each agency. The consolidated bill will be automatically verified in advance, and it will be broken down by account, within that by station, and within that by specific announcement—thus relieving agencies of a mass of complicated detail work, and relieving stations of time lost in adjusting complaints. Included in the work of the billing central will also be the calculation and application of all discounts, currently an annoying detail of "agencies of record." Included in the work will be the standardization of pay day per month for accounts handled by participating agencies placing business with participating stations, with an automatic bill-paying operation handled by the billing central.

The service will start with a continuing file of agency purchase orders secured from client agencies and from representatives of client stations, and it will handle all of the paper work involved from there on, making use of IBM punch-card data processing equipment. From now until January 1, as clients are contracted, Broadcast Billing Company will duplicate client operations at no expense to participants so as to establish proper controls for its regular operation from then on.

NEW SATURDAY EVENING POST FORMAT

Readers of the *Saturday Evening Post* will come face to face with its new format on September 16, in a cover and style of presentation developed by art director Kenneth Stuart, and featuring designs by Saul Bass, Herbert Lubalin, vice president and chief art director of Sudler & Hennessey, Inc., New York advertising agency, and others. Mr. Lubalin came into prominence recently as a designer of advertisements for *McCall's*, whose recent attention to editorial design is said to be at least in part responsible for the face-lift at *SEP*.

Principal changes in appearance will include: Designed spreads by leading contemporary designers, with credits for the designers; stories starting front-of-book and continued in the back reduced to one or two an issue; story openings all the way through each issue; first editorial smash reduced to seven or eight pages; the Post Script page and cartoons concentrated in a four-page section; enlarged use of photo-journalism, with free-lance photographers assigned to work with writers in the field; better paper; new type face (similar to that in *Holiday*); new logo; new cover design.

Principal changes in content will include: a reduction in amount of fiction; less total text (an approximate cut

from 65,000 words per issue to 55,000); more attention to background reporting in pictures and text; greater attention to social problems.

The objective is to be less predictable, more contemporary, more controversial and contentious, and livelier in appearance. *SEP* executives want to attract a younger audience, more readers per copy, and more intense reading by a well-educated, literate, high-income, style-conscious audience. They want more readers in the 20 to 35-year-old age group (median age currently of *SEP* readers, they say, is 36.8).

Directing the whole project is Robert Fuoss, moving up from managing editor to editor, as Ben Hibbs retires (*MEDIA/SCOPE* June). Reflected in the new look that the new editor brings with him is the intensified battle for magazine reader attention. Unlike *Life's* new format (*MEDIA/SCOPE* July), *SEP* will avoid departmentalization and seek to surprise readers with a change of pace as they flip through each issue. Like *McCall's* recently redesigned format, *SEP* will boldly feature design as an element of quality in itself.

NEW TV NET AND NEW FRENCH NEWSPAPER IN CANADA

Two major new media go into operation this month in Canada, offering direct competition to two previously dominant and well-established vehicles.

One is CTV Television Network, Ltd., Toronto, which goes into operation later this month as direct competition to the Canadian Broadcasting Corporation. The other is *Le Nouveau Journal*, Montreal, new French language daily competing with *La Presse*.

CTV is a privately owned company, in which eight charter member stations and other Canadian interests are shareholders. These stations are the eight that have been granted new licenses as second TV outlets in markets previously dominated by CBC owned stations. They are CJCH, Halifax; CFCF, Montreal; CJOH, Ottawa; CFTL, Toronto; CJAY, Winnipeg; CFRN, Edmonton; CFQC, Calgary; and CHAN, Vancouver. Stations in other markets have been offered affiliation with the new network so as to extend coverage across the country. The president is Spencer Caldwell, who at one time was managing director of the Dominion Network of CBC, and who since then has stayed prominent in Canadian broadcasting. Among directors of the new network, along with three representatives of the charter stations and other financial backers, is Floyd S. Chalmers, president of Maclean Hunter, Ltd., the largest Canadian publisher.

Le Nouveau Journal is due out with its first issue on September 5. It will be an evening newspaper, circulating 100,000 in Montreal daily (90 per cent in the city and retail trading zones). Saturday it will carry an enlarged Comic Section and other week-end feature sections.

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objective will be to become the leading family paper for French speaking Canadians, a medium of news, comment, and opinions, edited in large part by former employees of *La Presse*.

Ownership is controlled by Madam Du Tremblay, who until recently was president of *La Presse* and a major stockholder. She is a daughter of the founder of that paper. Director of advertising will be Gorges Robitaille, a former national advertising manager of *La Presse*, who for the last two and a half years has been national advertising manager of *La Tribune*, Sherbrooke.

Television set ownership in Canada continues to jump toward saturation. In spring 1961, 87 per cent of homes had TV compared to 66 per cent in spring 1957, according to the Bureau of Broadcast Measurement. This brings sets in homes to 3.9 million, an increase of 52 per cent in a country where population increased about 10 per cent during the same period. There are still prairie regions in which TV sets are a novelty (only 12 per cent of homes in Census Division 5, Northeast of Winnipeg, have them); but in the urbanized provinces of Quebec and Ontario 93 per cent and 91 per cent respectively of homes have TV. In metropolitan areas, saturation comes closer still to 100 per cent; in Windsor 99 per cent; in Montreal, Quebec, and Ottawa 97 per cent; in Hamilton 95 per cent; in Winnipeg and Toronto 93 per cent.

TAB REVAMPS FOR ANNUAL AUDITS

The Traffic Audit Bureau, through its president and vice president (Albert C. Burke of Coca-Cola and Newman F. McEvoy of Cunningham & Walsh respectively), is seeking to improve its auditing services. This is to be accomplished through a reorganization plan designed to create methods of control and financing similar to those of the Audit Bureau of Circulations.

One basic change is the opening of membership in TAB to all interested parties: advertisers, agencies, and outdoor plant operators on an individual membership basis, the fees for membership to add up to adequate financing. At the same time, control of the organization will be broadened to include nine representatives of advertisers, nine of agencies, and nine of plant operators — plus one representative from each of the six U. S. and Canadian associations that previously sponsored TAB.

The other basic change is the revamping of auditing procedure. Audits will be made annually in illuminated markets, and at least every three years in unilluminated markets in order to meet advertiser and agency needs for current data. Audit reports will contain more information on market composition, allotment and circulation data for No. 50 as well as No. 100 showings, percentages of illuminated and unilluminated panels per plant, average effective circulation per panel, and other data. Audit reports will be speeded to members at the close of a

15-day review period after each audit. Field audit procedures will be revamped.

The result will be that for the first time advertisers and agencies will share in the costs of TAB. For the first time plant operators will hold direct membership (instead of automatically being TAB members because of membership in Outdoor Advertising Association of America or Poster Advertising Association of Canada). The most basic auditing service will be put on an annual basis so that the value of outdoor as a "producer of exposure opportunities" can be measured through more up-to-date traffic counts.

Meanwhile the Association of National Advertisers has produced a new Outdoor Advertisers Circulation and Rate Relationship Report (available for \$5.00 to non members) that lists plant operators by market, latest audit (anywhere from 1951 to 1960), and cost per 1,000 daily effective circulations.

MAGAZINE AUDIENCES

People are not delivered as audiences by a medium, says the Magazine Publishers Association.

The "true media buyer" is the man or woman who "individually decides on being in or out" of a medium's audience — who is a buyer because he "pays with his time and attention." The decision is "based on their needs at the particular time to be informed, to be entertained, to have their interests served. When they use magazines they primarily have specific interests in mind."

This is MPA's interpretation of one of the findings of Part II of its "Study of the Magazine Market," covering "people's interests, receptivity, activities, influence, and attitudes toward media." Findings of Part I were described in last year's "The Profitable Difference."

This finding, relating specific interests of a self-screening audience to use of magazines is similar to results indicated by use of a new mechanical device in connection with readership of newspaper advertisements.

Device is the Optiscan (MEDIA/SCOPE, August), an eye camera mounted on a helmet worn by the respondent, which simultaneously records eye movements and the page area they're moving over. Pilot tests using Optiscan, says the Bureau of Advertising, indicate a "very high correlation" among the reader's interest in a product, the attention he gives an advertisement for the product, and the chances of his recalling the ad.

Both studies apparently confirm what many media buyers regard as a possible cure to the growing complexity of media analysis in the face of ever-rising rates and ever-expanding volume of advertising competing with itself for consumers' minds: the specialized media approach to the selected audience.

MPA's Fall Conference in New York this month should give the whole magazine industry a "long look at itself."

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Among the topics: new technical developments, opportunities in world markets, techniques in cost control, and the "accelerating trend toward revamping editorial formats and concepts."

IARI OK's DIRECTORIES FOR LIST BUILDING

The Industrial Advertising Research Institute, now formally separated from the Association of Industrial Advertisers (MEDIA/SCOPE July), has completed one of its first projects under its new independent status, a report on "Building and Maintaining Industrial Direct Mail Lists." This 112-page how-to-do-it book is free to members, but can be purchased for \$100 by non-members (who are also invited to apply the book price toward an IARI subscription).

The study, conducted for IARI by Trade Ways, Inc., points out the variety of use being made of direct mail by 32 selected companies whose practice was studied in detail, and stresses the importance of comprehensive planning in direct mail. Lists, it points out, cannot be built effectively unless purposes of using the medium are first established. The study also points out that nearly half of the 32 companies studied depend heavily on directories to supply both additional names and corrections of names already on their lists. This becomes a most significant operation in view of another finding of the report: turn-over for a typical list ranges from 20 per cent to 50 per cent per year.

Among other reports of a similar nature in progress at IARI are: "Use of Market Evaluation Data in the Advertising Plan"; "Techniques and Standards of Mailed Readership Questionnaires"; "The Effectiveness of Repeated Advertisements"; and "A Study of Reader Profiles." A major direction of growth for IARI apparently will be as a publisher of guide books for the industrial advertising planner.

INDUSTRIAL MEDIA RESEARCH IN TEST MARKETS

A market-oriented media research program of large scope and firm base is in progress at Scott Paper Company. What this company has done is to carry its desire for relevant facts about media performance into test markets for its line of washroom products sold to plants, hotels, restaurants, and public buildings. It set up 11 test and 11 control markets, and tried different combinations, solo performances, and complete absence of activity in three types of promotional expenditure: print media, direct mail, and distributor incentives. It actually stopped advertising in some of these test areas to see what would happen. Although the test will not be completed until next September, plenty has happened already.

The test shows, for example, the following differences among four criteria for advertising effectiveness in test

markets where high-level magazine advertising was used as against markets in which low-level magazine advertising was used.

	Per cent change in test markets compared with control markets	
	When high-level magazine schedules were used	When low-level magazine schedules were used
Advertising Awareness	+37.5%	+13.6%
Market Share	+11.1	-1.3
Product Identification	+8.3	+1.0
Familiarity of Scott Name	+4.7	-1.8

Burt B. Roens, industrial marketing manager, and Jack F. Seyferth, industrial product manager, of Scott are to be commended for entering into this project and for making at least the preliminary findings available to members of the Association of Industrial Advertisers at their recent convention in Boston. At a time when many industrial advertising managers are having a hard time to convince managements of the need for adequate budgets, this market-based research is especially welcome.

AD TEACHER GROUP NOW THREE YEARS OLD

A little-known organization that is becoming of increasing importance to the advertising business as the need for recruiting trained personnel intensifies is the American Academy of Advertising. This is a professional organization for teachers of advertising, and for advertising practitioners who wish to contribute to the teaching of advertising at collegiate level. Now three years old, the infant association had a good year: it increased membership from 123 to 241, increased its treasury from \$300 to more than a thousand dollars, and completed two projects as a survey of advertising education as practiced in the United States. This organization, whose national dean is now Daniel S. Warner of the School of Communications, University of Washington, Seattle, may be of help to those media planners who are seeking ways to assure an influx of well-educated newcomers to their field.

DIRECT MAIL PERSISTENCE

Dr. Howard K. Nixon, head of the advertising department at the Columbia University Graduate School of Business, tells of his fantastic experience with a direct mail campaign. One year he began to get some mailings which apparently arose from a misconception on the part of the sender. They were for a manufactured product that a teacher could never use, so after a while Dr. Nixon wrote the manufacturers and suggested that he be taken off the list. He was taken off—for four months—and then mysteriously put on again. Dr. Nixon thought he would wait and see how long this nonsense lasted. It lasted for five years, and in that period he accumulated 50 pounds of mail from this one sender.



Not just "readers"—but qualified customers*

U.S. News
World Report

THE
COMPLETE
NEWS—IN DEPTH



Today, the real test of a magazine's ability to produce sales is not "how many" people it covers but "which ones," and at "what cost." This helps explain why so many national advertisers are selecting "U.S. News & World Report" to spearhead their selling campaigns.

No other news magazine (and no other magazine with more than 1,000,000 circulation) can match its concentration of managerial people in business, industry, government and the professions. Nor its concentration of upper-income families. Nor its cost efficiency in covering these important people. *And these are people whose responsibilities and incomes reflect today's most active business and personal buying power.*

This unique customer strength of "USN&WR" is easy to explain. After all, it is the only magazine in America that devotes all its content to the *important* news these people need and use in shaping their plans and decisions.

And on the basis of such values as these, more and more leading advertisers consider "USN&WR" to be

... the most important magazine of all

U.S. NEWS & WORLD REPORT

America's Class News Magazine

Now more than **1,200,000** net paid circulation

Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Media/Scope, September 1961

*For example—customers like these:

Recent research shows how advertisers are getting more relevant coverage for every dollar they spend in "USN&WR" than in any other news magazine...

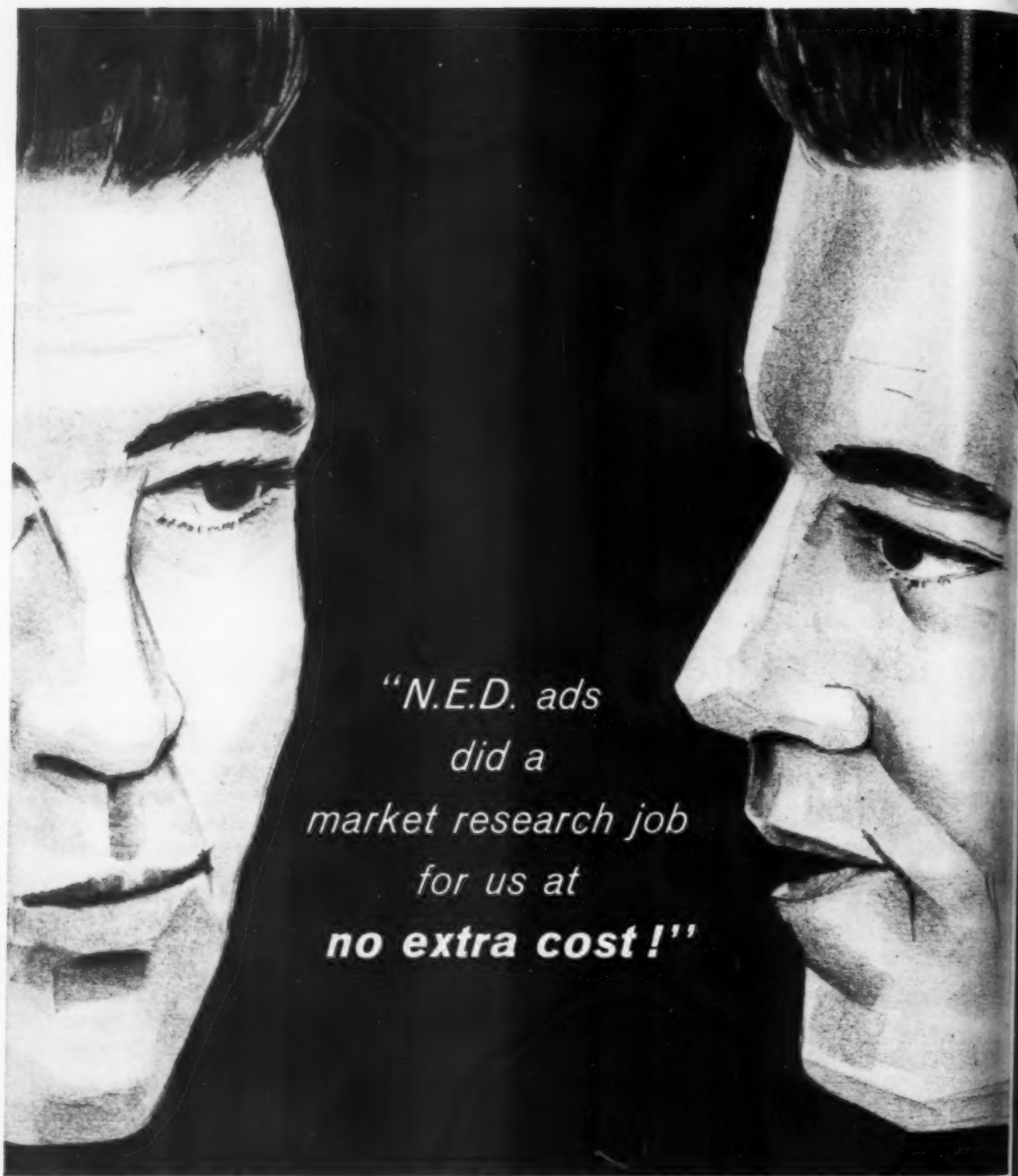
Managerial	11% more
Professional	15% more
\$7,500 or more Income families	19% more
\$10,000 or more Income families	26% more
\$15,000 or more Income families	81% more

This helps explain why...

... they're getting more of their actual customers for the same advertising dollar in "USN&WR." Here are some illustrations:

New car buyers	42% more
Corporate stock buyers	80% more
Vacation travelers	39% more
Business travelers	20% more
Car renters	23% more
Air conditioning buyers	61% more

Source: "Survey of National Markets, USN&WR." Percentages based on division of projected coverage by 1-time, black & white page rate for each of the three news magazines—"USN&WR," Time and Newsweek. For details, ask your advertising agency or one of our advertising sales offices listed below.



*"N.E.D. ads
did a
market research job
for us at
no extra cost!"*

■ Every month N.E.D. is opening the door to new markets and finding new uses for industrial products of every description—established products as well as new ones. Advertisers take advantage of this unique N.E.D. function based upon screened reader response. The discovery of a new use for a product can open up a whole new market. This is one of the big reasons why, today, more companies place more product advertising in New Equipment Digest than in any other industrial publication.

For latest information, send for "Advertising Formula for More Sales."

Now over 88,000 copies (total distribution) in over 46,700 industrial plants

A **PENTON** Publication, Penton Building, Cleveland 13, Ohio



Industry's Leading Product News Publication





In Detroit's 3-county metropolitan market 1,080,000 families earn more than \$9-billions annually. In this area of vast spending power, The Detroit News goes into 4 out of 5 homes that get a Detroit newspaper. It reaches 70% of all families earning \$15,000 or more—71% of all families earning \$10,000 to \$15,000—68% of all families earning \$7,000 to \$10,000.* No other newspaper in the nation's top 5 markets gives advertisers such saturation coverage of its mass market, nor such low milline rates—\$1.91 weekdays, \$1.68 Sunday. To sell Detroit effectively and economically, just buy The News.

*Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

733,583 weekdays—920,607 Sundays ABC 11/1/60—3/31/61

New York Office: Suite 1237, 60 E. 42nd St. • Chicago Office: 435 N. Michigan Ave., Tribune Tower • Pacific Office: 785 Market St., San Francisco • Miami Beach: The Leonard Co., 311 Lincoln Road

Media/Scope, September 1961



Take TAE and see

how to score
more sales in
PITTSBURGH, PA.
... at lower cost

If we wanted to reach for football language, we would use terms like power, precision, drive. Instead, we'd like to talk your language . . . sales for your clients. There is a difference, though, between the large national firms and local ones. National advertisers usually watch overall sales pictures, financial reports, net year-end statements. Local advertisers watch the cash register daily. That's why 46 major local firms have switched from other Pittsburgh TV stations to WTAE in the past year.

A rather solid indication that you get more sales for your client on WTAE-TV, and at lower cost. See your Katz representative for the facts on the ever increasing move of local and national advertisers to WTAE in Pittsburgh.

BASIC ABC IN PITTSBURGH

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

The Third Dimension

By Herbert Zeltner



DURING THE RAPID growth of spot television as a major advertising medium—a development which has occurred, for the most part, within the past 10 years—there has been an equally rapid evolution in the planning techniques used by agencies in dealing with this medium.

Some of the earliest efforts in this area used a "channels per market" technique which allocated numbers of spots based on numbers of channels in a given city.

As local ratings became more widely available, flaws were found in this system which resulted in the development of a planning tool now in fairly widespread use—the reach and frequency method.

This more sophisticated method simply calls for the establishment of certain goals in net coverage of television homes in the market and in the **average** frequency with which those homes are exposed.

From these dimensions, it is possible to estimate the gross rating points required, the number of spots needed—and their cost—for purposes of budgeting and planning.

But, once again, as our experience with the medium grows we are faced with a shortcoming in this area. The consideration of reach and frequency, alone, does not permit consideration of a third dimension—the way in which average frequency is delivered for a given schedule. With marked differences in the frequency with which certain families watch television, we may have a relatively small segment of the total television homes covered with intense frequency while much of the remaining net coverage is reached on an extremely sporadic basis. This is possible if a given spot schedule concentrates on one station, or in one strip throughout the week, or in adjacencies to similar types of programming.

Normally, schedules are more diffuse—several stations are used, rotating schedules are employed, and a

variety of adjacencies are created. But we must still take into account that in the matter of frequency we are dealing with an **average**. We must realize that much of our total net coverage is beneath that average figure and may represent an advertising effort of less-than-satisfactory intensity.

For this reason, I believe that the next forward move in refinement of our planning tools in spot television will be the development of frequency distribution data on a wide-spread enough basis to permit the development of estimating formulas.

The Early Bird

Lately there have been several published reports on factors which contribute to choice positioning in both consumer and trade publications.

One study conducted by an agency, together with several comments from magazines themselves, shows that one of the most important factors in this regard is an often neglected element in agency-publication negotiations—early delivery of production material.

Many advertisers and agencies put themselves on the degree of success with which they can persuade and cajole their way into the kind of positioning they want.

Naturally, a publication is going to favor an already large account or a new one which promises sizable volume for the future. This is only good business. But a publication has a demanding production schedule to meet and a complex make-ready problem.

The existence of this situation suggests that media people should do a more strenuous job of educating account people and others that the surest way to ensure satisfactory positioning—and an edge on competition—would be strict adherence to closing date requirements.

Going further, we could even suggest that early delivery of material be used as an incentive—guaranteeing position within certain desirable conditions of the publication.

Take TAE and see

how to score
more sales in
PITTSBURGH, PA.



WTAE

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL **4**

ABC IN PITTSBURGH

THE KATZ AGENCY, INC.
National Representatives

How to butter up the upper crust

A new butter now on the market gives you three bars to a half pound instead of the usual two. They do it by whipping the butter. The Hotel Bar Butter people, who put it out, call it Whipstix.

Introduced only a few months ago, Whipstix is already a big part of the butter picture in New York—thanks, in large measure, to WQXR, which spread the word of Whipstix among the upper crust of hungry New Yorkers. The president of Whipstix' advertising agency, Eli Schonberger, of Pace Advertising, New York, says:

"Hotel Bar's schedule on WQXR deserves a major share of the credit for progressive and measurable sales increases for Whipstix. We are very pleased with the results."

Further praise for WQXR comes from A. L. Lowenfels, of Hotel Bar Foods:

"We always knew that WQXR was an important advertising medium, that it had a responsive audience—but the results, frankly, are beyond our greatest expectations."

Putting new and better foods into the kitchens of the 1,300,000 families who listen to WQXR every week is something we've long been accustomed to. And we do it very well. A coffee advertiser who uses us regularly is now No. 1 among WQXR families, No. 3 among other families, according to an impartial survey. Give us a call and we'll tell you how you can raise your standing among the upper crust of the biggest market in the world, whatever you sell.

WQXR

Radio station of The New York Times
229 West 43 St., New York 36, N.Y.
LA 4-1100

Trade Talk



Dave Wasko

Nearly Everybody? . . . It seems that for years the Philadelphia *Bulletin* has used the slogan, "In Philadelphia nearly everybody reads the Bulletin." With space buyers as busy as they are, it is doubtful that many of them have taken the time to check the claim. Recently the *Bulletin* ran an interesting promotion ad which discussed its circulation and family coverage by ABC breakdown areas. While the circulation figures are really impressive, the family coverage percentages don't exactly read like the slogan. For example, in Greater Philadelphia (which the *Bulletin* says "is the only way to describe Philadelphia today"), the *Bulletin* covers 41 per cent of the households. In the ABC City Zone, however, the coverage jumps to 64 per cent of the families.

Switch . . . It was interesting to read the story which ran in the Knoxville, Tenn., *Journal* a short time ago. It aired the resolution passed by the Greater Knoxville Advertising Club blasting the anti-outdoor campaign in the Knoxville *News-Sentinel*. It seems that several Scripps-Howard newspapers throughout the country have been conducting these campaigns, presumably as a public service. These campaigns have supported the Federal government's anti-outdoor dollar-supported interstate highway construction program. The Ad Club went so far as to state that the "constant vilification, condemnation and ridicule of competing advertising media . . . opens to serious question the true

motives of the Knoxville *News-Sentinel* editorial department." Considering from whence this criticism came, should the *News-Sentinel* editors be hanging their heads in shame?

Small Talk . . . It is sad to learn, every once in a while, that some unfortunately uninformed person advertises his lack of knowledge in a public speech. For instance, a short time ago, at a meeting of the South Carolina Broadcasters Association, Walter J. Brown, president of WSPA and WSPA-TV, Spartanburg, S. C., said, "A time-buyer in a little partitioned office picks up a book, takes the number of homes delivered at a particular time and feeds that, together with the station rate, into a Monroe Calculating machine. Out jumps the cost per thousand. The station with the lowest cost per thousand gets the business. They call this, on Madison Avenue, 'the Monroe doctrine.'" He said a lot more that, all in all, makes one wonder if Mr. Brown has ever left South Carolina.

Food for Thought . . . It seems that media buyers are these days giving more and more consideration to the "right audience" versus mere "big" circulation. Once in a while a thinker comes up with the idea that perhaps buying smaller-circulation specialized media, rather than big-circulation general media, might develop bigger results from his client's advertising. The snag seems to be that big circulations still have advertisers entranced. One of these days the non-conformists to this way of thinking might learn that the smaller, bulls-eye circulation can often produce a smaller unit cost per sale than the big shotgun buy.

Dave Wasko is an account executive with Geyer, Morey, Madden & Ballard, New York.

A Word* About the Duluth-Superior Market

*or the Superior-Duluth Market, as the Case May Be, and It Is;
or WMT's First Cousin Sounds Off.***

AS THE WESTERMOST TERMINUS of the Great Lakes-St. Lawrence Seaway shipping route, Duluth-Superior is a major international market and port now in the midst of prosperous activity expected (even by non-WEBC'ers) to continue. This is hardly calculated to cause dancing in the streets of Manhattan, Chicago, and other hip megalopolises but it thrills us to the depths of our southernmost terminus. We figure a little of the thrill may rub off on time buyers.

One Sieur DuLhut built a trading post hereabouts in 1678; people came to enjoy pelt pelf, scenery and skiing; before you knew it they were listening to WEBC. Meanwhile iron ore from the Mesabi flowed east, coal flowed west; grain flowed in all directions; the military built; flour mills bloomed, drydocks, paper mills and timber grew. We looked up one day and there was a \$52 million weekly industrial payroll, which is nicer to meet coming than going.

We never did understand how they count these things, but there are 294 wholesale establishments hereabouts doing more than \$312 million worth of business a year. The farm market is responsible for another \$9½ million. When it gets down to big numbers, though, we shine in the grain dept. During the Seaway's first season over 86 million tons of grain were exported.

We're the second market in Minnesota (those other Twins top us). Cross the river and we are the second market in Wisconsin (Milwaukee, you know). Makes us kind of proud: second in two different states. Not many metro markets can make that claim, especially on Lake Superior.

No advt. of this type would be complete without a few ratings pratings. We have the largest share of audience (Pulse, Nov. '60) weekday mornings, weekday afternoons, weekday average, and Sunday afternoon. Weekday evenings? Tied for first.

* 369, excluding sig. and footnotes.

** It sounds real on in the Duluth-Superior market, or the Superior-Duluth market, as the case may be, and it is.

We became WMT's cousin recently, thanks to the exchange of some stuff you put on the tambourine, and the approval of the FCC. As far as we know it hasn't had any bad effects, and we think it looks nice in our sig.

WEBC

Duluth-Superior

Represented by The Katz Agency, Inc.

560 kc 5,000 watts

Affiliated with WMT AM & TV,

Cedar Rapids-Waterloo;

K-WMT, Ft. Dodge



REPORT to paper and pulp industry ADVERTISERS

BARBECUE ANYONE?

It takes an informed and wide-ranging mind for an editor of a trade magazine to satisfy the information-appetites of an entire industry.

He must be almost like a chef—properly blending all the ingredients—such as industry news, technical progress, information on new mills—to come up with a satisfying repast.

John C. W. Evans, editor of *Paper Trade Journal*, is especially well-qualified in this respect. As a matter of fact, two of his recipes ("Hot Barbecue Sauce," "Spaghetti Sauce") are good enough to be included in a just released book called "Kings in the Kitchen" (published by A. S. Barnes & Co., 203 pps, \$5). His fellow chefs, whose recipes also appear, include Dwight D. Eisenhower, John F. Kennedy, Bob Hope, Alfred Hitchcock, Walt Disney, Wernher von Braun and other assorted celebrities.

Rumor has it that John was former head of a digester department in a mill, in charge of cooking pulp, and thereby acquired his skill in the culinary arts. Research shows that's not true. He was really a mill superintendent.

He's come a long way since those days and he's brought his mill experience with him. It helps John keep the material in *Paper Trade Journal* the kind that's appreciated and useful to the men who run the mills.

No applesauce!

SOMEONE'S IN THE KITCHEN WITH EVANS, SOMEONE'S IN THE KITCHEN YOU KNOW-OH-OH-OH

But even beyond John and our editorial staff, who are constantly in contact with the industry, we keep in touch with readers through independent research organizations. They send their men right into the mills to check our editorial "mix" to make sure it meets the mill men's information needs.

Our man "J" just returned from a swing through Maine and New Hampshire loaded to the gunwales with ideas, suggestions and comments about both the editorial and advertising content of *Paper Trade Journal*. The reports helped us learn more about the problems and headaches that mill men are experiencing right now. The advertising comments will be passed on to advertisers through our special series of Reader Reports. If you are not currently on the mailing list, drop us a line.

PAPER TRADE JOURNAL
49 West 45th Street, New York 36, N. Y.

Media/quotes

RIGHT MARKETING MIX

I believe that too many of us are engaged in an elusive search for "the" right marketing mix. We behave as though such a thing exists for an industry or even for a company except at a point in time. Perhaps in our desire for certainty in what I am afraid is an uncertain market, we cling too long to formulas that necessarily become obsolete as markets change and as competitors react.

With the communication log-jam that we can easily see developing in the Sixties, the advertising area is one where it will become increasingly important to define the niches in the market we are trying to serve.

Even today, with total advertising expenditures running at about half what they may be by the end of the decade, many of us convince ourselves we are "reaching" the total market by looking at convenient statistics on how many people are exposed.

More than ever in the Sixties, one of the tragic errors will be to confuse exposure with impact.—PETER G. PETERSON, pres., Bell & Howell Co., before AMA, Los Angeles.

NEWSPAPER READERS

The first information on the number of newspaper readers on the basis of a national sample became available in 1956—about the same time advertisers began to realize that teen-agers made up an important segment of the market. Over the past five years, the average number of daily newspaper readers over 12 years of age has grown from 95 million to nearly 108 million.

During the same period, the length of time people spend reading their newspapers every day moved right on up. The average newspaper reader today spends about 40 minutes with his newspaper.

And in the 40-minute period, most readers are exposed to most of the ads in the paper.

In the last 20 years, newspaper circulation and the joint 20,000-line retail rate have closely paralleled each other. However, since the general consumer price level has had a much faster rise than newspaper rates, this means that on an adjusted basis the joint retail line rate was actually

lower in '59 than it was in 1940.—CHARLES T. LIPSCOMB, Jr., press Bureau of advertising, before NAMA, Bretton Woods, N. H.

VARIATIONS IN MEDIA SCHEDULES

There is variation not only in the effectiveness of the advertising messages—in the ads themselves—but in the media schedules or mixers used to carry these messages to their audience. There are substantial variations in other components of an industrial or business campaign—variations in the merchandising of the advertising, in the use of publicity in the quality of collateral material.

To attempt to numerify a hard-to-numerify situation, consider this hypothetical but realistic example: two industrial campaigns for competing products, A and B, sold to the same markets and using about the same advertising budgets.

The agency for product A is doing a top-flight job all the way down the line; the performance of the agency for product B is consistently mediocre. In campaign A the advertising message is two to three times more effective than in campaign B, and the media used in campaign A are one and a half to two times more effective than in campaign B. Thus the effectiveness of the first campaign is anywhere from three to six times greater than in the second.

Again, if campaign A has superior merchandising and publicity and collateral material, while campaign B is inadequate in these areas, then campaign A could be, conceivably, five to 10 times more effective in total.—CHARLES FARRAN, pres., Griswold Eshleman Co., before AIA, Boston.

BUYERS AND ROP COLOR

A project that should be undertaken is a depth study with the basic objective of determining attitudes toward newspaper color by those whose function is to buy media. A small sample might be used, but with considerable probing. How important is lack of standardization? Does newspaper reproduction keep advertisers from using color?

(Continued on page 20)

"SELL ME IN THE MORNING," says BUFFALO

If you want to sell the families in Buffalo and Western New York, sell them in the morning with campaigns in the Buffalo Courier-Express. The Courier-Express is the paper the whole family "shops."

Local Buffalo advertisers — the men who know this market best — place the bulk of their advertising dollars in the Courier-Express. Here are the weekday lineage figures that prove it:

AUTOMOBILE DEALERS	Courier-Express 71%	News 29%
	Courier-Express 73%	News 27%
	62% Courier-Express	38% News
	REAL ESTATE 53%	News 47%

Source: Media Records

ROP COLOR 7 DAYS

Represented Nationally
by:

NEWSPAPER
MARKETING
ASSOCIATES
NEW YORK,
CHICAGO,
PHILADELPHIA,
DETROIT,
LOS ANGELES,
SAN FRANCISCO





	EDITIONS			Total of M.E. & S. Editions
	Morning	Evening	Sunday	
Worcester Telegram-Gazette	1,598,345	1,736,319	118,825	3,453,489
Waterbury Republican-American	1,598,320	1,598,320	96,265	3,292,905
Boston Herald-Trav.	1,241,880	1,349,336	148,539	2,739,755
Boston Globe	1,195,063	1,316,195	143,226	2,654,484
Providence Journal-Bulletin	665,069	1,589,649	136,612	2,391,330
New Haven Reg.-Journal-Bulletin	554,076	1,772,184	66,093	2,382,353
Hartford Times		1,658,163		1,658,163
Lowell Sun		1,339,357	39,360	1,378,717
Lawrence Eagle-Tribune		1,356,900		1,356,900
Banger News	1,317,608			1,317,608
Boston Record American-Adv.	579,368	602,311	42,824	1,224,503
Hartford Courant	730,615		73,752	804,367

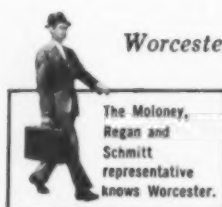
Worcester is one of the strongest INDEPENDENT grocery store markets in the country, with 65% of grocery sales made in independently owned stores.

Yet even more important — most wholesaling is done in Boston or Providence where major chains do their buying and where individual products are credited, so that Worcester does not receive full credit for its true volume of grocery sales.

This greatly distorts the "true" Worcester picture and tends to inflate Boston and Providence.

In spite of this, the fact is documented that the Worcester newspapers carry more Retail Grocery Linage than any other New England newspaper.

*Source: Media Records Inc., 1960



Worcester stands for big business, yours included.

Circulation: Daily 151,465 — Sunday 102,352

WORCESTER TELEGRAM

The Evening Gazette

SUNDAY TELEGRAM

Owners of Radio Stations
WTAG and WTAG-FM

WORCESTER, MASSACHUSETTS

(Continued from page 26)

What can be done to sell more color? Are newspaper production techniques keeping pace with advertising's growing dependence on newspaper color?

These are all questions that will have to be answered if newspapers are to continue the phenomenal increase in the use of color in the future that has characterized the recent past.—Report of ROP Color Subcommittee, Bureau of Advertising Research Advisory Council.

NEW YARDSTICK FOR RADIO

Back in the 30's and 40's, when most radio stations were programs much alike, a simple measurement of audience size was a good index of their relative advertising value. But today, with some stations aiming at specialized audiences . . . with some stressing attentive listening while others feature principally music . . . ratings alone don't measure accurately enough.

We need new yardsticks to help the advertiser find the right audience . . . at the right time.

But first we need better usage of the measuring tools we now have.

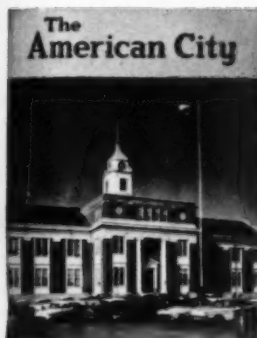
For example—audience composition figures tell much about a program period or a station, but too often they aren't requested. Yet what advertiser of new cars or insurance or food products would not prefer twenty adult prospects to a hundred teenagers?

I submit that editorial content in all media is important.

There should be more measurement of the added values of program sponsorship, since radio offers the single sponsorship of short features and so permits an advertiser to get both frequency and sponsorship identification. Here again, a cost-per-thousand evaluation fails to understand the mental reaction of the listener. I call to mind one major advertiser who tested both programs and announcements . . . to discover that while announcements cost less per thousand, the sales effectiveness of the programs was many times greater. The original yardstick—sales effectiveness—is still the best . . . though we seem to get farther and farther away from it.—MAURICE WORTER, v.p., CBS Radio, before Alpha Delta Sigma, New York.

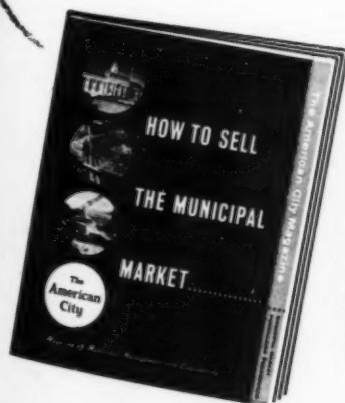
These are the systems of local government that buy municipal equipment, products and services...

Shown here are the three basic forms of local government which rule most municipalities. Each system differs in actual purchasing procedure. However, the pattern of "buying action" remains constant for all. Municipal buying is broad; it is done on a group basis by both administrative and engineering officials. Together, they determine the final purchasing decision.

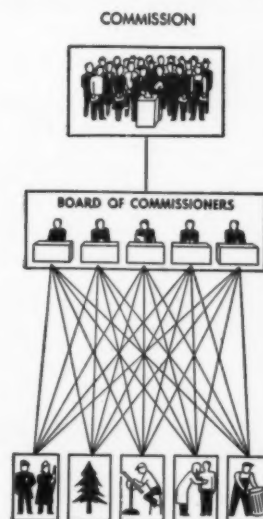
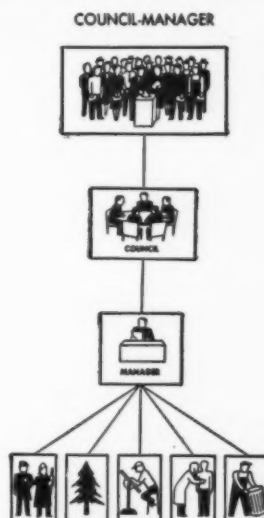
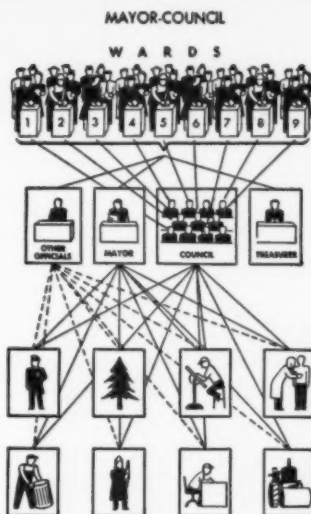


This is why advertising in THE AMERICAN CITY is such an important investment. Through it, you cultivate a far greater number of officials who initiate municipal sales — many more buying influences than any other publication serving this rapidly expanding market!

An offer of importance to you...



This NEW comprehensive market study,
 "How To Sell The Municipal Market"... just off the press!
 It's yours for the asking — without obligation.
 Send for it today.



Men of the Month in Media

New Lever Ad Boss

Lever Brothers made an interesting choice in picking Harold H. Webber as the man to succeed Henry Schachte as vice president in charge of con-



Lever's Webber: A researcher—planner—media man in top spot.

sumer relations, as Mr. Schachte moves up to the management committee of the marketing division of Unilever, Ltd., London, England.

Mr. Webber was selected directly from the media field, where he has been most recently vice president and director of Cowles Magazines & Broadcasting, Inc. Before that he spent 16 years with Foote, Cone & Belding and its predecessor agency, Lord & Thomas. And before that he was with A. C. Nielsen Company in Chicago where he started as a researcher on the old Nielsen Radio Index.

The result is that at the relatively young age of 47, the new Lever boss of advertising, market research, promotion, and public relations has a combination of experience that carry him confidently into a top U. S. advertising management position.

A great believer in logical planning of all phases of a marketing program, Mr. Webber expects to maintain a keen interest in media plans as one of three members of the Lever Marketing Committee. Mr. Webber was schooled himself in plan writing while

at Foote, Cone & Belding by master planner Clarence Eldridge, who developed what Mr. Webber describes as an essential "orderly review of facts, assumptions, and projections to a fine art. MEDIA/SCOPE's series of checklists for planners, he says, are a fine addition to knowledge about this activity.

He also expects that his research background will be important in his new job, but refuses to talk about research as a thing apart from other phases of planned marketing. One of his pet peeves is the tendency of some researchers and some creative people to talk about the "conflict" between creativity and research. He finds that it is only when the researcher or media man is in the creative and himself that he is of full value as a problem solver. The thing that planners in any phase of marketing must have, he finds, is "knowledge of the problem, plus special skills as technicians that help them judge as to whether the answers proposed are valid."

He insists that contributions of all the specialists involved in various parts of the work are essential. "The large pieces of money involved today in advertising programs," he says, "make the marriage of media selection and copy selection all the more important. We must have exceptionally arresting and effective copy just as we must have exceptionally effective media selection and understanding through research of the kind of people who are our customers and what moves them."

Heads International Advertisers

As international advertising grows in significance, a quiet-spoken researcher from Minnesota moves into the spotlight. He is Elmo C. Wilson, president of the International Advertising Association, an organization that is fast becoming the major source for information and the standardizer of practices in that field.

Mr. Wilson, who was re-elected president of the group last spring, reports that personal membership in the IAA has doubled in the last four years. There are now members in more than 50 countries spotted around the world, active chapters in most of these lands, 1,500 members in all (only about half of them in the United States).

(Continued on page 55)




They said we ought to
have A CLEVER HEADLINE . . .

WHAT FOR?
The Facts are what counts!

YES, THE FACTS ARE WHAT COUNTS!

And **MANUFACTURED HOMES** is the only audited vertical publication serving the prefab industry every month of every year. If you want to reach **EVERYONE** who buys **EVERYTHING** going into prefab homes (we mean all prefab principals, and all their builder-dealers), advertise in **MANUFACTURED HOMES**. A bonus too . . . we now reach medium to large builders who account for about 68% of all homes being built.

Headlines? ? ? ? **WHAT FOR . . .**

MANUFACTURED HOMES MAGAZINE
910 17th Street, N. W., Washington 6, D. C.



NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With Total Retail Sales of **\$1,290,068,000** last year, San Diego County ranked 24th among the nation's 200 leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	\$1,290,068,000
ALAMEDA (OAKLAND), CALIFORNIA	\$1,284,885,000
FULTON (ATLANTA), GEORGIA	\$1,063,052,000
FRANKLIN (COLUMBUS), OHIO	\$ 921,529,000

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 228,437 (ABC 9/30/60).

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

The San Diego Union | *EVENING TRIBUNE*

"THE RING OF TRUTH"  *Copley Newspapers*

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.
REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.



This spread from a recent American Home color forecast.

Forecast for American Home

Bright and refreshing with imagination increasing in every issue. No "blue-sky" editing in sight. American Home's editors, the youngest staff of any major magazine, are lively suburbanites — attuned to the tastes and needs of today's new families. Their down-to-earth ideas on decorating, gardening, building, remodeling and meal planning give a lift to the lives of 12,750,000 men and women every month. The new American Home gives them more home service features than any other mass magazine. Forecast for advertisers: a deluge of sales!



**CIRCULATION:
3,750,000 FAMILIES**

THE NEW FACE OF THE UPPER MIDWEST



Kimberly Kay Kirkland, to be exact. Born October 10, 1960, at Swedish Hospital, Minneapolis, Minnesota. Kimberly is one of the newest faces of the Upper Midwest, representing the tremendous population increase in Minneapolis-St. Paul—America's 14th Market.

Since 1950, Minneapolis-St. Paul has achieved a 115% suburban population increase—the highest among the country's top 15 markets. And in the same period the metropolitan area has increased its *total* population by 28.8%, hard on the heels of the leaders, Los Angeles-Long Beach and Washington, D.C.

Little Kimberly Kirkland may not do much buying today, but her parents do—and lots of it. On Kim alone this year they'll spend from \$800 to \$1000 on food, clothes, baby furniture, medicine and toys.

Kim's parents and the other parents in the Upper Midwest will be spending money on many other items as well. And the chances are they'll be interested in your products or services. What better way to reach these families than through the Minneapolis Star and the Minneapolis Tribune—the papers that cover the Upper Midwest!

For the complete story on the Upper Midwest, and its heart—the 14th Market—write:



NEWSPAPER MARKETING ASSOCIATES Scolaro, Meeker & Scott Division (New York, Chicago, Philadelphia, Detroit) • Doyle & Hawley Division (Los Angeles, San Francisco) • Minneapolis Star and Tribune, William A. Cordingley, National Advertising Manager, Minneapolis Star and Tribune, Minneapolis 15, Minnesota. Copyright 1961, Minneapolis Star and Tribune Co.

Minneapolis Star and Tribune

EVENING

MORNING & SUNDAY

660,000 SUNDAY 530,000 DAILY

JOHN COWLES, President

(Continued from page 30)

He is himself the president of International Research Associates, New York, an international market research organization that is active in 33 countries in addition to the United States. A graduate of the University of Minnesota, where he got his BA



IAA's Wilson: In international advertising, higher standards, more research.

and MA and taught social sciences for two years, he moved into research work for Elmo Roper. When World War II came along, he went to Washington to set up and direct public opinion surveys for the Office of Facts & Figures, the forerunner of the Office of War Information; and then did the same thing in Europe for SHAEF. It was at this time, he says, that he "got bitten by the international marketing bug"; and in 1948 he was picked by Elmo Roper and Joshua B. Powers, who founded International Advertising Associates to be president and partner.

The purpose of the IAA, says Mr. Wilson, is not only to serve as an idea exchange but also actively to improve standards and practices. Toward that end, it has just recently completed a written document of large size that expresses the agreed-upon standards of ethics, conduct, and business methods of IAA members. It is also the publisher of the monthly *International Advertiser*, and sponsors the Congress of International Advertisers, held every year in the United States, and every other year in Europe, and once in Latin America. The next meeting will be later this month (September 20-23) in Madrid.

He sees no end in sight to the expansion of American marketing methods, research methodology, and media practices around the world as more and more U. S. based firms set up their own operations overseas. ■

Media/scope, September 1961

“...we are kidding ourselves dangerously about our ability to survive.”

—Maj. Gen. John P. Doyle (USAF, Ret.), as quoted in *Traffic World*

“Most industry can and should respond to war emergency on a mobilization basis. For obvious reasons, transportation and communications should have the same degree of readiness as SAC and the Air Defense Command. That they do not could be a fatal flaw in our national security structure.”

Gen. Doyle, whose 732-page report to the Senate Commerce Committee earlier this year established him as an authority on transportation problems and a harsh critic of many Federal transport policies, feels that government inaction, antagonistic attitude among common carriers and the deteriorating financial position of the common carriers are to blame.

“Since only the common carriers are well enough organized to respond quickly—without a mobilization period—we also have to find a way to insure financially healthy common carriers. At the onset of any emergency, we can’t afford to find the transportation plant in anything less than first-class condition.

“Today, we have fewer freight cars than we had at the start of World War II, and their average age is increasing. Maintenance of way and equipment is being deferred for lack of funds. Needed modernization is put off for the same reason. It should be obvious that the best emergency plans are of little value if we are forced to rely upon a deteriorated transportation plant.

“Since it will be a long and complex job to reorient our regulated competition to where a fair rate of return exists, the government, to the extent needed, should furnish funds required to insure that our railway

system is capable of carrying the predicted load.

“We spend billions to insure our military readiness, but we do little to insure the readiness of the supporting structure on which the national survival effort depends. We must differentiate between the mobilization concept applicable to industry generally, and the instant readiness which an all-out emergency will impose on transportation and communications.

“Until we do, we are kidding ourselves dangerously about our ability to survive.”

In making the point that the government should not be the only source of remedial action, Gen. Doyle said, “The common carriers of all modes should provide a full-time control activity, serving the needs of commerce from day to day, but so organized that emergency control can be implemented at any instant. There will be no time to assemble a control group and work the bugs out of control procedures when the whistle blows. If we are to avoid what could be fatal confusion, we can only do it by prevention—there will be no chance for cure.”

This exclusive interview with Gen. Doyle appeared in the August 5th issue of *Traffic World*, at a time when international tensions were approaching a new high, and was shortly picked up by the wire services. Having chronicled—every week for fifty-four years—almost every major transportation issue and development of the twentieth century, *Traffic World* seriously commends to your thoughtful attention the implications of Gen. Doyle’s remarks.

TRAFFIC WORLD

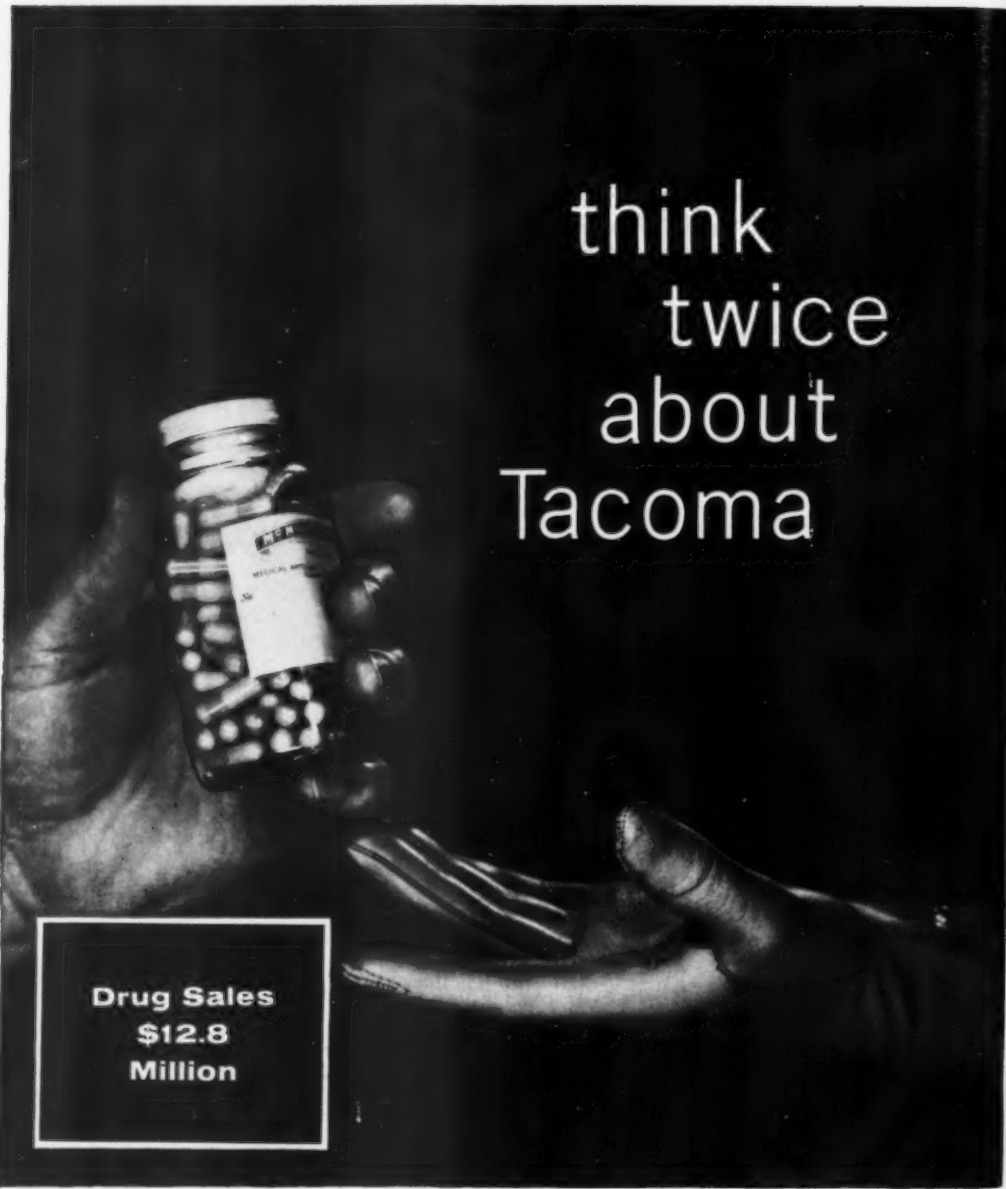
the weekly newsmagazine of transportation management

New York • Chicago • Atlanta • Palo Alto • Washington, D. C.

For more information see *Traffic World* Service-Ad, Class. 148, Standard Rate & Data

Planning a promotion in the Pacific Northwest?

think
twice
about
Tacoma



Drug Sales
\$12.8
Million



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle and Tacoma. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

QUESTION:

What is the most efficient way to use media and market data available within an agency?

STEPHEN SALONITES, media research supervisor, Ogilvy, Benson & Mather, Inc.—If I need a particular piece of information, our library has cross-indexed its material so that I can go through everything it has in less



than 10 minutes. My suggestion, therefore, is to follow our set-up. It requires cross-indexing by well-qualified librarians who know advertising research as well as library techniques. It also calls for well-organized internal communication among all agency personnel who receive or use research material. At least once a month, our research supervisors meet to review what's passed through our hands during the past few weeks. And everything any one of us sees is routed to all before being filed. But, whatever the system, it can never be any better than the people using it.

Dr. Ho SHENG SUN, director of media research, Post & Morr, Inc.—Lack of communication, especially between research and account personnel, is always a problem. Improvement of this situation calls for education of researchers to encourage use of layman's language, to disperse available research information to media and account personnel for their use, to call their attention to it repeatedly, and to offer them help. It calls for agency management to coordinate all departments in order to maximize use of research facilities and the efficiency of research personnel within the



agency. Without attacking such roots of the problem, there is no answer, in my opinion, to the original question.

WALLACE LEPKIN, director, marketing and research, MacManus, John & Adams, Inc., Eastern Division—One of the best ways is to educate users to phrase requests properly. When we understand the question, we can generally come up with the answer. Be specific, to permit zeroing in on the exact information. Some background as to purpose and use will provide latitude to judge the applicability of near and related information. Some ask for the file wherein they think the information lies. They lose the benefit of our advanced knowledge of sources. Rather than await requests, it is our responsibility to initiate the dissemination of data.



LOIS YAKE, head, media research, Compton Advertising, Inc., N. Y.—The media research group here is a part of the media department, and is custodian of all media reference information received by the agency. All such data are first analyzed by our statistician to assure their validity and acceptability as a reference source. Once a piece of research has passed this test, an analysis is circulated within the media department. The reference information is then filed here, available on request to personnel from our media department. ■



USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—1,223,228

Playboy's December issue topped the million mark in copies sold on the nation's newsstands . . . the first time any 58c-or-over magazine has done so. Average monthly sale for six-month period ending 6/30/61—1,223,228. Playboy has more than 250,000 regular subscribers. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

28.8 is the median age of Playboy's male readers. 67.5% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

The median income of the Playboy household is a high \$8,628.

MARITAL STATUS

26.5% of the heads of Playboy households have been married within the past five years, second highest percentage of newlyweds reported for any magazine.

URBANITY

52.6% of Playboy's circulation is in cities with more than 50,000 population, third only to The New Yorker and Ebony among all national magazines. (ABC 12/31/60.)

APPAREL

34.3% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

84.3% of all Playboy households own a still camera, 24.4% own a movie camera, 16.2% own a movie projector, and 21.0% own a slide projector.

TRAVEL

24.9% of Playboy households spent over \$200 on business travel during past 12 months. 38.5% spent over \$200 on vacation travel.

AUTOMOBILES

54.6 of every 100 Playboy households bought an automobile during the past 12 months. This is the highest figure reported by Starch for any magazine. 4.2% of Playboy households own three or more automobiles, highest figure reported by Starch for any men's magazine.

TOBACCO

69.9% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

87.0% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 89.2% of all Playboy households drink or serve beer, 56.9%—wine, and 77.1%—whiskey . . . all three highest of any men's magazine.

INSURANCE

26.7% of Playboy households purchased (more) life insurance during the past 12 months, second highest percentage reported by Starch and a characteristic of the responsible stability of the Playboy reader.

APPLIANCES

74.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months, highest rating of all Starch-surveyed magazines. 53 of every 100 of these units were acquired for the first time . . . second highest rating reported by Starch. More proof that the Playboy reader is at his peak period of purchasing.

RADIO-TV-PHONOGRAPHS

25.2% of Playboy households acquired a new radio and 13.7% acquired a new phonograph within the past 12 months. 17.1% acquired a new TV set, second highest of any magazine in the Starch report.

RESPONSIVENESS

The Heath Company, manufacturers of hi-d equipment, reports that in only seven months their 1/6 page ads in Playboy have produced 10,200 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of the most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

720 Fifth Avenue/New York/C1 5-2620
232 E. Ohio/Chicago/MI 2-1000



What's in the Keg that's SO GREAT?

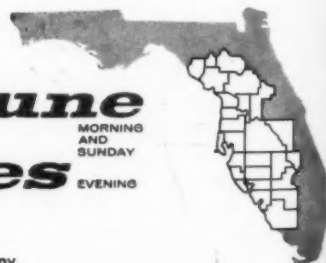
Merchandisable* Key-City household coverage in 18 Florida cities, that's what! Look at this — The Tampa Tribune and Tampa Times low-cost combination gives you practically 100% average daily household coverage of Tampa, Brooksville, Dade City, Lake Wales, Sebring, Wauchula and Winter Haven; 98% of Plant City; 91% of Avon Park; 80% of Bartow; 79% of Arcadia; 56% of Lakeland; 49% of Bradenton; 40% of Clearwater; 38% of Okeechobee; 37% of Ocala; 29% of Sarasota and 20% of Gainesville.

Not "one-city" coverage but 18 cities with one buy! . . . plus 42% average daily household coverage of 25 rich, busy counties — Sales Dynamite in West Coast and Central Florida! **Tampa T'nT deserves a spot in your TOP SCHEDULES.**

*20% — 100% average daily household coverage. *Source: Households, 1980 U.S. Census; Circulation, ABC, 3/30/81. NOTE: Market figures less City of St. Petersburg.

THE Tampa  **Tribune**
Times

MORNING
AND
SUNDAY
EVENING



Represented Nationally by Sawyer-Ferguson-Walker Company

Measuring Product Sales Made by Advertising

By Daniel Starch

Founder and Chairman, Daniel Starch and Staff

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Measuring Product Sales Made by Advertising

By Daniel Starch

Dr. Starch, who well merits the title of Dean of Marketing Research, says that this is the most important piece of research he has ever done. Certainly, it is the most important study that MEDIA/SCOPE has ever presented. It is believed to be the most significant contribution to date to the solution of that most impelling problem facing advertisers: "What is the sales effectiveness of advertising?"

Dr. Starch is unusually well equipped with data for his study, because for years his interviewers have been asking readers of magazines not only what advertisements they read but also which of the advertised products they bought. Thus he has been able to correlate reading with buying. His study is based upon data obtained in 400,000 interviews concerning the readership of 45,000 advertisements in two large weekly magazines and the buying acts of the readers and non-readers of these advertisements.

MEASURING THE SELLING POWER of advertising is a problem of top importance in marketing research, possibly the most important problem at the present time. In its November 1960 issue, MEDIA/SCOPE reported a survey among advertisers and agencies on the subjects of most interest for readers of the magazine. At the head of a list of 28 was "Measuring the effectiveness of advertising."*

I have studied closely for many years the possibility of measuring the selling power of advertising. The methods and findings reported here are the outcome. My associates, Howard A. Stone, Stan Sargent, D. Morgan Neu, and Melville Weiss have followed closely the

The study develops a method (called net ad-produced purchases) which measures the relative selling effect of different advertisements. It shows that advertising *does* produce a definite measurable share of purchases, and that this share is in the neighborhood of 3 per cent of all consumer purchases of products generally advertised, or that current advertising produces about three dollars of sales per dollar of advertising cost.

The method devised by Dr. Starch is applicable to all media, as well as to magazines, and he illustrates its application to television.

The main points covered in the study are listed on the preceding page. It is believed that the conclusions about the effectiveness of advertising that Dr. Starch makes will serve as bench marks for more efficient use of advertising funds for many years to come.

—THE EDITOR

development of the technique, and have given me numerous constructive suggestions. Mr. Stone particularly has made valuable contributions to the analysis of the steps in the procedure.

I asked several persons outside of our organization to read the manuscript and give me their suggestions. To these men I express my grateful appreciation. They are Dr. Seymour Banks, vice president of Leo Burnett Company; Donald M. Hobart, senior vice president and director of research, The Curtis Publishing Company; Dr. Peter Langhoff, vice president and director of research, Young & Rubicam; Dr. Darrell B. Lucas, chairman of the Department of Marketing, New York University, and Dr. Charles H. Sandage, head of the Department of Advertising, College of Journalism and

* "What Is Advertising 'Effectiveness'?" MEDIA/SCOPE, November 1960, p. 156.

Communications, University of Illinois. Mentioning their names, however, does not necessarily imply approval of, nor agreement with, all the steps and procedures herein discussed.

What the Method Measures

I have designated the procedure the Netapps (i.e. net ad-produced purchases) Method. The essence of the method consists of four steps that are designed to measure in terms of normal day-to-day consumer buying acts:

1. Purchases by perceivers of advertising messages.
2. Purchases by non-perceivers of advertising messages.
3. Purchases by ad perceivers which they would have made anyway without stimulation from advertising.
4. The net residue of purchases by ad perceivers that is directly attributable to stimulation from advertising.

As indicated by extensive data, the method appears to measure with reasonable accuracy in relative terms the net selling power of advertisements among samples of readers and non-readers of advertisements during sample periods of time following immediately the appearance of an advertisement.

The crux of the method is step No. 3, the determination of purchases which ad readers would make anyway without ad stimulation. The simple device for doing so did not occur to me until I had worked on the problem for 14 years. The thought then suddenly flashed into my mind in November 1959 that if 10 per cent of non-ad readers buy a product without ad stimulation, it would seem a fair assumption that 10 per cent of ad readers too would buy the product without ad stimulation even though they read the advertisement. This assumption proved to be substantially correct.

Three Parts of Study

The study is presented under three headings: Problems, Methods, and Applications. Just as readership of advertisements is now being reported currently and continuously to advertisers, so net sales power of advertisements can also be reported currently and continuously to advertisers.

PROBLEMS

Our central problem is: "How much selling does advertising actually do?" Around this problem are centered numerous related questions to which executives want answers.

What do advertisements for Product X in Medium M costing Y dollars produce in terms of concrete buying actions? Do 12 advertisements in Medium M in one

year generate more sales per advertising dollar than six insertions in one year? The Product X advertiser needs this knowledge. It would greatly increase the precision with which basic advertising decisions could be made:

- How many dollars should be spent on advertising Product X this month, this year, the next five years?
- How should these advertising dollars be spent? In what media? At what frequency of insertions? In what size units? And for what kind of advertisements?

45,000 Advertisements Studied

On the problem of measuring the selling effect of advertising, I obtained data in connection with readership studies of every issue of the *Saturday Evening Post* since July 1944 and for a 10-year period with every issue of *Life* from 1946 to 1955. The data thus accumulated constitute the basis for the present report. They cover readership and purchase data for 45,000 advertisements derived through 400,000 personal interviews.

METHODS

Conditions Affecting Design of Method

1. Direct Questioning Is Inadequate

Direct questioning of buyers of a product concerning what led them to buy is unlikely to yield a valid measure of the part played by paid advertising. Usually a person is unable consciously to introspect in his own mind and behavior what led to the purchase of a specific brand. In a few instances, such as the purchase of a new product bought for the first time, the housewife may be able to report concretely and reasonably completely why she bought the product. For instance, she may have seen a new cereal advertised in a magazine, a cereal she had never heard of before.

When it comes to a product bought repeatedly over an extended period of time, the same housewife finds it impossible to give a complete factual introspective report. What circumstances or advertising or other influences may have led to the first purchase months or years ago, and what, if any, promotional stimulus caused or helped cause continued recent purchases, she would not be able to tell.

All of our work has led us to discard direct questioning as an unpromising approach to studying the selling power of advertising.

2. Relating Buying Action to Advertisement Perception

The second line of attack on the problem of measuring sales made by advertising is to relate buying actions to advertisement reading or viewing

DR. DANIEL STARCH

If anyone deserves the title of Dean of Marketing Research, it is Dr. Daniel Starch. He made his first great impression on the advertising world in 1923, when his "Principles of Advertising" was published. For many years this was the standard work on advertising. His "Educational Psychology" had comparable importance in its field.



Dr. Starch was a professor of psychology at the University of Wisconsin before he joined the faculty of the Harvard Graduate School of Business Administration, where he taught business psychology between 1919 and 1926. After a term as research director of the AAAA, he founded his own firm, Daniel Starch and Staff, in New York. In 1932 he began his continuing readership program, based upon the recognition method of measuring readership which he had devised 10 years previously. Eighty-seven of the 90 largest agencies in the United States and Canada now use the firm's services. Daniel Starch and Staff now conducts its marketing activities in Canada and Australia as well as the U. S.

Among Dr. Starch's long list of honors is the Paul D. Converse Award in Marketing, which was bestowed upon him by the American Marketing Association at the University of Illinois in 1951. He has also been included among the 50 leading psychologists in the "Directory of American Men of Science," and in 1947 was named by the University of Iowa as one of its 100 outstanding living graduates.

actions. In this approach, people are not expected consciously to analyze or evaluate what part advertising played in their purchase actions. Rather, they simply are required to report whether advertisements in specific media have or have not been read, heard, or viewed.

On the buying side they are asked to report what they bought, when, and at what cost. Properly questioned, people can report this kind of buying action and advertisement reading action with reasonable accuracy. We can then compare purchases by advertisement readers (or viewers or listeners) versus purchases by non-receivers of advertisements.

The design for obtaining the data is such that both readers and non-readers of an advertisement for Product X in Magazine M have read the same issue of Magazine M and have been exposed, as they ordinarily and naturally are in the course of their daily round of activities, to all the usual, complex, and varied mixture of influences from all other sources with one exception, namely, that the ad-readers have read this Product X advertisement in this issue of Magazine M.

Here is an example of the kind of results that may be obtained in relating buying actions to reading actions:

	Per cent who purchased Product X in first week following issuance of Magazine M.
1. Readers of Magazine M issue (carrying Product X, advertisement) who read the Product X advertisement.	11%
2. Readers of Magazine M issue (carrying Product X Advertisement) who did not read Product X advertisement.	8
3. Readers of Magazine M issue not carrying Product X advertisement.	8
4. Non-readers of Magazine M.	7

What do these data mean? How much of the difference between the proportion of ad-readers and non-ad-readers who bought the product can be attributed to advertising? Care must be exercised not to draw unwarranted conclusions. The reason for this is that any computation of dollar product sales per dollar of advertising is likely to understate the sales results obtained from advertising. This is true for the following reasons:

3. Time Period of Purchase

As a practical necessity, in measuring the number of purchases made, some specific time period must be used. In line 1 above, 11 per cent of the readers of the average Product X advertisement bought the product during the first week following the appearance of Magazine M issue.

It is entirely possible that some readers of the first issue of the new Product X are in the market for readers.

4. Time

Again, the time period measured in the magazine is not the same as the time of purchase. It is entirely possible that some readers of the first issue of the new Product X are in the market for readers.

5. Relation of Product

The question is whether the first issue of the new Product X is the same as the first issue of the new Product X after the first issue of the new Product X.

6. Repetition

An even more important factor is the repetition of the advertisement. Even for the first issue of the new Product X, the first issue of the new Product X may not be the same as the first issue of the new Product X.

7. Differences

Differences in the way the advertisement is presented can also affect the results. Any purchase of the new Product X as one of the first issues of the new Product X is likely to be different from the first issue of the new Product X.

8. Sales

Can we say that the first issue of the new Product X is the same as the first issue of the new Product X? The answer is that the first issue of the new Product X is the same as the first issue of the new Product X.

It is entirely possible that some of the 89 per cent Product X advertisement readers who did not buy Product X in the first week did so in subsequent weeks. Likewise, some of the non-ad-readers in line 2 above no doubt bought Product X in subsequent weeks. The crucial difference is in the proportion of buyers among readers and non-readers during the same period of time.

4. Time Period of Reading

Again, as a practical necessity, some specific time period must be used for measuring reading. We can measure the reading of an advertisement in a weekly magazine during, say, the first 10 days after issuance. It is entirely possible that some additional reading will take place after 10 days, which would affect the magnitude of the 11 per cent buying figure in line 1.

5. Relation of Time of Reading to Time of Product Purchase

The question here is whether, during the days covered by the field interviewing, the reading of the advertisement took place before or after the purchase of the product. Some persons no doubt read the advertisement after they bought the product. In fact, the purchase may in some instances have induced the reading.

6. Repeat Purchases

An even more critical consideration is repeat purchases. Even for the buyers during the one week measured, we may not conclude that this single purchase is a measure of their total purchases over a period of time. Some of these first-time buyers will continue to buy again and again in coming years without further promotional stimulus.

7. Differing Product-buying Cycles

Different products have different buying cycles. Hence, any purchase data gathered on a fixed-time basis, such as one week, will include differing proportions of the immediate purchases, generated by advertisements for different periods.

8. Sales Power of a Series of Advertisements

Can we assign sales to a single advertisement? A person may read six advertisements in a series before he decides to make a purchase of the product advertised.

9. Indirect Selling Effect of Advertising

The direct cause of a purchase may be word-of-mouth advertising by an enthusiastic user. But the starting point may have been a series of advertisements that impelled the enthusiastic user to buy.

METHODS: APPROACH 1

Purchases When Issues Contain
Advertisements vs. When They Do Not

Do more issue readers buy a product when issues contain advertisements of the product than when they do not? To test this hypothesis we have compiled from our records purchases made by readers of the same magazine during weeks when issues contained advertisements of the products studied, as compared with weeks when issues did not contain advertisements of these products. The purchases compiled were those made during the first week after appearance of issues.

A total of 252 pairs of purchase data were available, each for the same product when issues contained advertisements and when they did not. "Product" as here used refers to a specific brand, not to a product category. The findings were as follows:

Averages for 252 Product Cases

	First-week Purchases By Issue Readers	Corresponding Relative Numbers
When issues do not contain advertisements of the products.	7.30%	100
When issues contained advertisements of the products.	8.12	111

Thus, 11 per cent more issue readers of Magazine M bought a product when issues carried advertisements of the product than when they did not.

The above table gives a decisive, clean-cut comparison of purchases made within the same homogeneous groups of persons. All were readers of the same publications buying the same products within the same periods of time (not the same weeks but adjacent weeks). All were exposed generally to the same outside mixture of environmental influences, store displays, all varieties of print and broadcast advertisements, and word-of-mouth comments regarding these products used by friends and neighbors. The one specific differentiating factor was potential

Questions And Answers

On the Starch Technique For Measuring Net Ad-Produced Purchases

To measure the net-ad-produced purchases due to the stimulation a reader receives from an advertisement, assume a one-page advertisement with the following readership and purchase data —

Readership (Seen-Associated) score	30%
Buyers of the product among ad readers	15%
Buyers among non-ad-readers	10%

Obviously, not all of the five points of difference in buying rate between readers and non-readers can be assumed to result from reading the advertisement. Some of the buyers who read the advertisement no doubt would have bought anyway whether they read the advertisement or not.

Question: How much of the difference is due to ad reading stimulation?

Answer: 30 ad readers of whom 15% bought the product equals 4.5
Since 10% non-ad-readers bought without ad stimulation we may assume that 10% of the 30 ad readers too would have bought without ad-stimulation, or..... 3.0
Net number who bought from ad stimulation 1.5

Question: What per cent are the 1.5 net buyers to the total buyers among all issue readers?

Answer: Buyers among ad readers, 15% of 30 4.5
Buyers among non-ad-readers, 10% of 70 7.0
Total issue readers who bought....11.5
Per cent net buyers to total buyers 1.5/11.513.04%

Question: Is the assumption correct that, since 10% of non-ad-readers bought the product, 10% of the ad readers too would have bought irrespective of reading the advertisement?

Answer: Yes, for the following reasons:

1. In 80 cases in which advertising was *stopped* in the magazine studied, purchases by issue readers *declined* 14% the first year. In 56 parallel instances

in which advertising was *continued* purchases held even or increased slightly.

2. In the reverse situation of 10 cases in which advertising was *started* in the magazine, purchases by issue readers *increased* 12% the first year.
3. In 250 cases, issue readers made 11% more purchases when issues contained advertisements of the products than when they did not contain advertisements.
4. In 426 instances in which ad readers were paired with non ad readers the ad readers made 14% more purchases after they had read the advertisement than before as compared with the non-ad-readers whose rate of buying was the same after the advertisement appeared as before.
5. Finally, in 898 cases in which ad readers were paired with non-ad readers who had the same buying rate before the advertisement appeared, the ad readers after having read the advertisement made 14.5% more purchases than the non-ad-readers.

The average of the above figures as a measure of the effect of advertising on purchases is.....13.3
The average of net-ad-produced purchases as computed by the Netapps formula for 352 brands during the 16 years of this study is13.9

The clear inference is (1) that the assumption, that the same proportion of ad readers would buy anyway irrespective of ad reading as the proportion of non-ad readers who buy, is correct and (2) that the residue of net ad-produced purchases attributable to ad stimulation is also correct.

exposure to, and for some persons readership of, advertisements in Publication M during some weeks and not during others.

Effect of Level of Brand Use

The next question is, Does the level of use of a brand have any relation to differences in these purchase figures? Some of these brands were widely used and had high purchase rates, while others had much lower weekly purchase rates. Are the differences larger or smaller for brands having a high or a low use level?

To answer this question, data for the 252 pairs of cases were divided into three groups according to their purchase rates when issues did not carry advertisements of the products studied. The low group had purchase rates of 5.5 per cent or less. The middle group ranged between 5.6 and 10.8 per cent, and the high group from 10.9 per cent on up. The purchase figures for the corresponding members of the various pairs of data were then compiled for the same products when issues did carry advertisements for the products. The findings were as follows:

Weekly Purchase Level	No. of Cases	Purchase Rates Per Week		Relative Purchase Rates		Gain in Number Of Purchasers
		No Ads In Issues	Ads In Issues	No Ads In Issues	Ads In Issues	
Low Rate (0.0-5.5)	84	2.46%	3.36%	100	137	.90
Middle Rate (5.6-10.8)	84	7.22	8.11	100	112	.89
High Rate (10.9-)	84	14.86	15.55	100	105	.69
Total	252	7.30	8.12	100	111	.82

The relative difference is notably greater for the low group than for the high group. In the low group 37 per cent more readers of issues carrying advertisements bought the products than readers of issues not carrying advertisements, whereas in the high group only 5 per cent more issue readers made purchases. This makes sense. Products with a low purchase rate can achieve large relative sales increases through promotional effort more readily than products which have reached a higher level of use. And furthermore, the low group is likely to include more new products which are in the early growth stage of their life cycle. The level of purchase rate is inherently related to the level of use. A brand used by 20 per cent of the readers, i.e., many established users, will have a higher purchase rate than a brand used by 5 per cent of the readers, i.e., relatively few established users.

Let us consider the absolute differences in the purchase

rates for the low, middle and high usage groups (last column in the table above). While the low group had relatively a seven times greater gain than the high group, the actual gain in number of purchasers was only about 30 per cent greater for the low group than the high group. In other words, advertising dollars worked only moderately less efficiently for the high usage group than the low usage group. Of course, as the usage rate approaches 100 per cent, efficiency of the advertising dollar declines, in the sense that gains become numerically less because they are harder to make. The advertising itself may be just as "good." At 100 per cent, maximum usage (everybody using the product at maximum frequency), advertising can have no effect on the current buying rate.

METHODS: APPROACH 2

Purchases by Advertisement Readers Versus Non-Readers

The second approach is to segregate the readers of an issue containing an advertisement of a product into two groups, those who read the advertisement and those who did not read it. This procedure relates buying action to ad reading action even more closely than does the study of purchases when issues contain advertisements and when they do not. In fact it relates buying action directly to ad reading action by segregating buying by ad readers from buying by non-readers.

The specific question then is, Did more ad readers buy the product than non-ad readers? So let us find out how purchases by readers of issues who *also* read the advertisements of the products compare with purchases by readers of the same issues *who did not* read the advertisements of the products.

To answer this question, it is necessary to compile separately, within the same issue reader audiences, the buying actions by perceivers of the advertisements of a product as compared with non-perceivers of the advertisements. We need to relate ad perception (reading, hearing, viewing) specifically to buying action. Let me emphasize again that advertising communication operates *only* through those who perceive the advertising message.

To illustrate, take Cereal X and its advertisements in Magazine M. First, we need to separate all issue readers into two groups, those who read the current Cereal X advertisement and those who did not. On this point, we find that 33 out of 100 issue readers read the current Cereal X advertisement and 67 did not.

"Findings in 177 cases showed that net ad-produced purchases per dollar of advertising cost were \$3.04."

Next, we need to separate the readers of Cereal X advertisements into two sub-groups, those who bought Cereal X and those who did not. Here we find that five of the 33 ad readers bought Cereal X and 28 did not. Likewise, we need to separate the 67 who did not read Cereal X advertisements into two sub-groups, those who bought Cereal X and those who did not. Among the 67 non-ad readers, eight bought the cereal and 59 did not. The purchases here referred to are those made during the first week following the appearance of an issue of the publication. Summarizing the analysis we find

Per 100 Issue Readers	
33	read average Cereal X advertisement
5 (or 15% of the 33)	bought Cereal X within the first week following the appearance of advertisements
28	did not buy Cereal X
67	did not read average Cereal X advertisement
8 (or 12% of the 67)	bought Cereal X
59	did not buy Cereal X
100	total issue readers

A critically important question now arises. How many of the five among the 33 Cereal X ad readers who bought X would have bought even if they had not read the current X advertisement? A possible answer comes from the buying rate of non-ad readers. Since 12 per cent of non-ad readers bought X without benefit of reading X advertisements, the inference is that 12 per cent of the 33 ad readers, or four, would have bought X without benefit of ad reading. For the moment, let us assume this hypothesis to be sound. This leaves a net of one out of five ad-reader buyers who bought Cereal X from stimulation by ad reading. The total Cereal X buyers, both ad readers and non-ad readers, was 13.

The analysis for the 13 issue readers who bought Cereal X may be summarized as follows:

Per 100 Issue Readers	
8 (12% of 67)	non-ad readers bought X
5 (15% of 33)	ad readers bought X
4 (12% of 33)	would have bought X anyway without ad reading, leaving
1	who bought X from ad stimulation
13	total among all issue readers who bought X

By this analysis, 1 out of 13 or 8 per cent of the first-week buyers bought Cereal X from ad stimu-

lation who presumably would otherwise not have bought X.

It should be noted here that all 100 persons in the sample were readers of Magazine M, in fact, readers of the same issues of M which contained advertisements of Cereal X. Furthermore, all issue readers, both readers and non-readers of Cereal X advertisements and both buyers and non-buyers of Cereal X — all were exposed to whatever other promotional and advertising influences for Cereal X and its competitors occurred in their environment through print, radio, television, store displays, shelf locations, comments by clerks and others. The significant point is that a part of the group had the *additional stimulation resulting from the reading of Cereal X advertisements in Magazine M.* Except for the reading of the X advertisements, the ad readers and the non-ad readers presumably were essentially homogeneous in all important respects.

The step of determining the proportion of ad-reader buyers who would have bought anyway even though they read the advertisement is the crux of the method for measuring the current net sales produced by the current advertisement under study. I had worked on this problem for 14 years without finding a successful practical solution. Then in the fall of 1959 the thought occurred to me that if 10 per cent of non-readers buy Product X without further ad stimulation, is it not likely that the same proportion of ad readers too would buy X anyway even though they read the advertisement? I then set out immediately to test this hypothesis. Data developed, as well as the data previously presented on buying by issue readers when issues contained advertisements of the product versus when they did not, indicate that the assumption is essentially correct, and that it includes ad-reader buyers who have bought anyway without further ad stimulation. This then leaves a net residue of ad-reader-buyers who bought because of the additional ad stimulation.

Example of a Toilet Soap.

A second example is Toilet Soap S. Toilet Soap S had 13 advertisements in Magazine M in 1958. Readership scores (seen-associated) for women averaged 30 per

Purchases by All Issue Readers

When issues did not
contain advertisements

7.30%

When issues did
contain advertisements

8.12%

Increase

11.1%

cent (that is, 30 per 100 issue readers). There were 15.2 per cent of each 30 readers of Soap S advertisements who bought S during the first week. That is, 4.56 ad readers per 100 issue readers bought S. There were 10.8 per cent of the 70 non-ad readers who bought S. This indicates that 10.8 per cent of the 30 ad readers would have bought S without stimulation from ad reading. That is, 3.24 ad readers would have bought S anyway. Subtracting 3.24 from 4.56 leaves a net of 1.32 purchases per 100 issue readers who bought S from ad stimulation. Summarizing these steps, we have:

Per 100 Issue Readers

15.2% x 30 ad readers	=	4.56	4.56
10.8% x 30 ad readers	=	3.24	
10.8% x 70 non-ad readers	=		7.56
Net ad-produced purchases		1.32	
Total purchases by all issue readers			12.12
Per cent net ad-produced purchases to total purchases ($1.32 \div 12.12$)			10.9%

This indicates, then, that 10.9 per cent of all first-week purchases made by readers of issues of Magazine M which contained Soap S advertisements were made from ad stimulation.

Kinds of Products Studied

This pattern of analysis of purchases by ad readers versus non-ad readers illustrated by the toilet Soap S and Cereal X examples has been applied in precisely the same manner to 352 product cases from our 16-year readership and purchase records. These cases with some exceptions are based each on three-year records. They included a wide variety of products — food, beverages, toothpaste, toiletries, drug products, soap detergents, cigarettes and gasoline — all low unit cost, frequently purchased products. Infrequently purchased durables such as automobiles and household appliances are specifically omitted from this part of the study.

The findings based on purchase data for the 352 brands showed that

Net ad-produced purchases to

Purchases by Ad Readers and Non-readers And Net Ad-produced Purchases

Composite example: 30 Ad Readers, of whom 15% bought;
70 Non-readers, of whom 10% bought

Non ad readers (70) who bought (10%)	7.0
Ad readers (30) who would have bought (10%) without ad reading. 3.0 plus 7.0 (above) = 10.0, who bought without ad stimulation.	10.0
Ad readers (30) who bought (15%). 4.5 plus 7.0 (above) = 11.5 total who bought.	11.5
Net ad-produced purchases $11.5 - 10.0 = 1.5$	1.5
Per cent net ad-produced purchases to total purchases $1.5 \div 11.5 = 13.9\%$	13.9%

total purchases by all issue
readers of ad carrying
issues were

13.9%

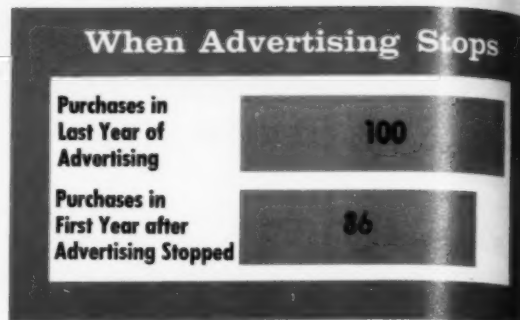
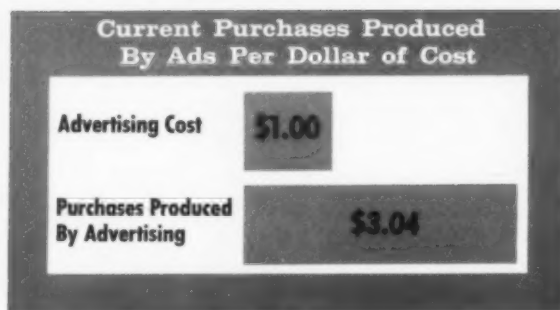
This figure applies only to the weeks when issues carried advertisements of the brands concerned. Obviously the cumulative selling effect of a campaign depends, and very heavily, on the number of advertisements used in a year. Some brands had only two or three insertions a year, others as many as 25 or more a year. The average number was around 10 a year. The question next is, What was the proportion of net ad-produced purchases to total purchases made in a year? This should give some indication as to the net selling effect of advertising in the total selling process.

Ad-produced Purchases in a Year

To study this point, let us return to the soap illustration. Soap S had 13 one-page advertisements in Magazine M during the year. Net ad-produced purchases (Netapps) were 1.32 per week per 100 issue readers when issues carried advertisements. Since there were 13 advertisements during the year, it meant that there was a cumulative total of 17.2 Netapps (1.32×13) per 100 issue readers during the year. Next we find that purchases averaged 11.13 per week per 100 issue readers for the year as a whole. This made a total of 579 purchases (11.13×52) per 100 issue readers for the year as a whole. Hence the 17.2 Netapps were 2.97 per cent of the total purchases for the year ($17.2 \div 579$). Summarizing these steps, we have:

Per 100 Issue Readers

Net ad-produced purchases per week when issues contained advertisements	1.32
Issues during the year containing advertisements	13
Total Netapps during the year (1.32×13)	17.2
Purchases per week by all issue readers, ad readers and non-ad readers	11.13
Total purchases (TP) during the year (11.13×52 weeks)	579
Per cent Netapps to total purchases during the year ($17.2 \div 579$)	2.97%



This procedure was applied to the entire list of 352 cases. The results showed that

Per 100 Issue Readers — 352 Cases
 Net ad-produced purchases to total
 purchases by all issue readers
 during the year were 2.80%

Bear in mind, however, that this is the proportion of purchases stimulated by the particular amount of advertising done on behalf of these products in publications M and M-2. A larger amount of advertising would have produced a larger percentage of net purchases and a less amount of advertising a smaller percentage of net purchases.

The method here described is called the **Net-ad-produced-purchases method**, or for short, the **Netapps method** (pronounced Nee tappss).

In brief, the calculations for determining net-ad-produced-purchases are as follows:

Given an advertisement with these data for 100 issue readers

30 ad readers, of whom 15% bought			
70 non-ad readers, of whom 10% bought			
.15 x 30	=	4.50	4.50
.10 x 30	=	3.00	
.10 x 70	=		7.00
Netapps		1.50	
Total purchases			11.50
Per cent Netapps to total purchases $(1.50 \div 11.50) = 13.0\%$			

NET-AD-PRODUCED PURCHASES PER DOLLAR OF ADVERTISING COST

Data Needed for This Problem

How many dollars of net-ad-stimulated sales are produced per dollar of advertising cost? Most

business executives would consider this to be the crucial test. Does the expenditure for a company's advertising produce an adequate return in helping sell the product? By net-ad-stimulated sales are meant purchases that people presumably would otherwise not make except for the advertising. To see how this problem may be tackled, let us analyze data for Toilet Product Y. For this purpose we need four sets of data:

The cost of advertising in the medium concerned;

The number of readers attracted by the advertisements;

The number of purchases made by the readers, and

The amount paid per purchase, not per unit but per transaction, since we are dealing with buying actions.

Toilet Product Y had 16 one-page advertisements in 1959 in Magazine M. These advertisements had an average readership (seen-associated) score of 29, or 464 total ad perceptions (Taps) per 100 issue readers per year. From the Starch readership reports, which show readers per dollar of advertising expenditure, we find that these advertisements obtained 92 readers per dollar. That is, the cost per ad-reading was \$.0109, or \$.06 for 464 ad readings per 100 issue readers.

Next, we need to know how many ad readers bought Brand Y, how many were ad-stimulated purchases, and what the cost per purchase was. Here we find that, as computed by our formula, net-ad-produced purchases were 2.09 per advertisement. Since there were 16 advertisements, total net-ad-produced purchases constituted 33.4 (16 x 2.09) per 100 issue readers during the year. The average price paid per purchase was \$.39. The total amount paid for all net-ad-produced purchases (Netapps) was \$13.03 (33.4 x .39). Since the cost of advertising was \$5.06 to obtain the \$13.03 of Netapps, it meant \$2.57 (\$13.03 ÷ \$5.06) per dollar of advertising cost. Summarizing these computations, step by step, we have the following:

Cost of Advertising in Relation to Cost of Purchases

(Example Toilet Product Y)

COST OF ADVERTISING

Pages of advertisements per year in Magazine M

How Issue Readers Buy

In Last Year
Before Advertising

100

In First Year
Of Advertising

112

Other Advertisements Read (Noted) By Readers and Non-readers Of a Specific Advertisement

By non-readers of a
specific advertisement

10.1

By readers of a
specific advertisement

16.7

Readership (seen-associated) score per advertisement per 100 issue readers	29
Total ad perceptions (Taps) per 100 issue readers per year (29 x 16)	464
Ad readings per dollar (from Starch readership reports)	92
Cost per ad reading (1.00 ÷ 92)	.0109
Cost of advertising per 100 issue readers per year (464 x .0109)	\$5.06

COST OF PURCHASES

Net-ad-produced purchases (Netapps) per advertisement per 100 issue readers	2.09
Advertisements per year	16
Total Netapps per 100 issue readers per year (2.09 x 16)	33.4
Cost per purchase	\$.39
Cost of Netapps per 100 issue readers per year (33.4 x .39)	\$13.03
Dollars of Netapps per dollar of advertising cost (13.03 ÷ 5.06)	\$ 2.57

The techniques here outlined require four sets of data, and can be applied to advertising in any medium, print or broadcast, wherever these four sets of data can be obtained and related to one another:

1. The number of ad message perceptions produced by a series of advertisements in a given medium, print, radio, or television.
2. The cost of ad message perceptions, for example in the case of print media, readers per dollar.
3. The number of purchases by ad message perceivers.
4. The cost per purchase, not per unit but per transaction.

This procedure has been applied to 177 cases for which all four sets of data have been available from our research records. The findings for the 177 cases showed that:

Net-ad-produced purchases per dollar of advertising cost were . . . \$3.04

Whether \$3.04 of sales per dollar of advertising cost appears large or small or about right, is not the key point. The more important point is that this substantial

amount of sales presumably would not have been made if this advertising had not been done. This \$3.04 is composed of single purchases by different persons. Over a period of time purchases by these persons are cumulatively much greater than \$3.04. These net-ad-produced purchases occur in the narrow crucial area at the competitive front where rival brands either move ahead, hold the line, or fall back. In the case of new products trying to get a foothold in the market, both advertising and personal selling costs may actually be higher for a time than sales until the breakeven point is reached and passed. Specific case data will be presented in the section of this paper on Applications. Net-ad-produced purchases are probably made largely by persons who are not confirmed habitual repeat buyers. But they continue to buy from ad stimulation, and some of them later become habitual repeat buyers who continue to buy without current ad stimulation.

As a crude test, if we project the \$11.1 billion of total advertising costs in the United States in 1959 in the proportion of \$3.04 net-ad-produced additional sales per dollar of advertising cost, the total additional sales attributable to advertising would be \$33 billion, an amount in gross national product that would spell the difference between prosperity and extreme depression.

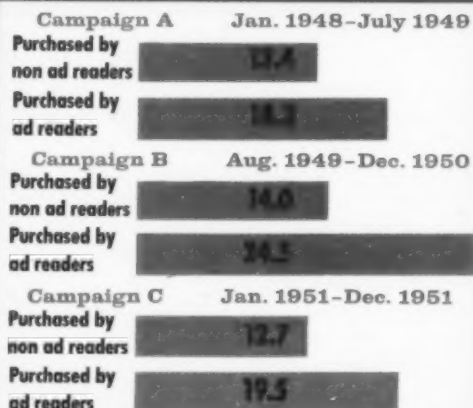
Advertising Produces \$33 Billion Sales

Stated another way, it would indicate that \$33 billion dollars of current sales resulted from an advertising expenditure of \$11.1 billion dollars. That is, the advertising cost would be 37 per cent of the immediate sales attributable to the advertising. Ordinarily we think of advertising cost as being around 3 per cent of total sales, but one must bear in mind that most of a company's sales would continue to be made even if advertising were stopped, although they would no doubt decline substantially within the succeeding two or three years.

Look at the \$11.1 billion and the \$33 billion in the wider perspective of our total economy. United States gross national product in recent years in both current and constant dollars was as follows:

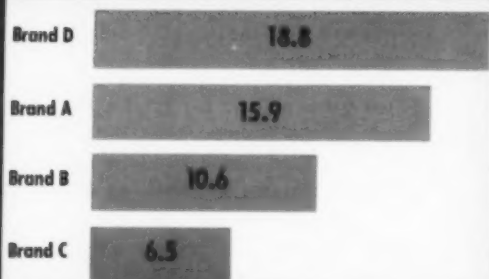
"Over a period of time, purchases by these persons were cumulatively much greater than \$3.04."

Three Campaigns for Colgate Toothpaste

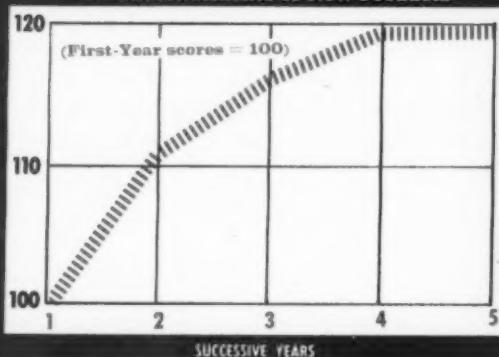


Campaigns for Four Brands of Toothpaste

Per cent of net ad-produced purchases to total purchases of each brand



Cumulative Year-to-Year Increase in Readership Scores Of Advertisements of New Products



Gross National Product

(Federal Reserve Bulletin, December 1960)

	1955	1956	1957	1958	1959	1960
In Current Dollars (billions)	397	419	443	444	482	500
In Constant (1954) Dollars	393	401	409	401	428	440

The year 1958 was regarded as a recession year, and yet GNP gained slightly in terms of current dollars although it declined slightly (\$7.6 billion) in constant dollars. In 1960 GNP increased \$21 billion in terms of current dollars, or \$10 billion dollars in terms of constant dollars and yet, despite this overall increase, 1960 was regarded as a recession year. A decline of \$33 billion is four times that in 1958 would have produced a jet-black depression. Advertising and the resulting sales, therefore, appear to play a potent part in maintaining our economy at a high dynamic level.

Effect of Stopping Advertising

What effect does stopping the advertising of a product in a specific medium have on purchases of that product by issue readers of that medium? Purchases by the audience of a medium, in which advertising is discontinued in relation to one in which advertising is continued, should be a fairly good measure of the selling effect of the advertising.

Decline in the purchases of a product for which advertising is stopped would not be conclusive, since such a product is likely to be one that is not satisfactory and is likely to be taken off the market.

14% Decline in Purchases

Data were compiled from our records for 80 cases in which advertising was stopped in Magazine M. Advertising and promotion in these 80 instances in other media was continued as usual. Findings showed that stopping advertising was followed by a decline in current consumer purchases of 14.2 per cent the first year after advertising was stopped. This decline is of about the same magnitude as the amount of net sales produced by advertising, as shown on previous pages. It may be noted also that products new in the market or less firmly established tend to decline more sharply when advertising stops than do older, more deeply entrenched products.

Similar data available from our records for 56 instances in which advertising was continued in Magazine M showed that consumer purchases held even or increased slightly. In these 56 instances purchases rose over the

in San Diego it's the

and in the San Diego Union it's



The fastest-growing major market in the United States is down in the southwest corner of California...San Diego County. San Diego County ranks second in the state in automotive and furniture-household appliances sales, and third in food and drug sales. San Diego is young, bustling, growing (now over a million people!)...and it has just one Sunday newspaper, The San Diego Union. The Sunday Union reaches eight homes in every ten in the vital San Diego city zone, where 85% of the county's retail sales are made. Of course, as progressive a newspaper as The San Diego Union distributes a syndicated Sunday magazine. And the Sunday magazine it distributes is the one that matches its alert on-the-news editorial policy. That Sunday magazine is PARADE.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE—THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

base year 1 per cent during the first year and 5 per cent during the second year.

12% Drop in 22 Cases

In 1948, before such data as these were available, I asked 207 sales and advertising executives whether they knew of any specific cases in which advertising had been discontinued and what the effect was on sales. Most of the 107 executives out of the 207 who responded had no specific data but believed that sales would decline substantially. Eighteen executives, however, reported 22 actual cases in which advertising was discontinued. They reported an average decline of 12 per cent in sales within one year. (*Advertising & Selling*, September 1948).

Effect of Starting Advertising

Another piece of evidence bearing on net purchases attributable to advertising is found in those instances in which an established, generally advertised product starts advertising in a medium *not previously used*. Data for 10 such instances have been available from our records for recent years. These 10 products averaged seven one-page advertisements during their first year of advertising in Magazine M. The range was from 2 to 13 advertisements during the year. The results showed that *purchases by issue readers during the first year of advertising over the last preceding year with no advertising gained 12.3 per cent*. This figure also is in line with previous findings concerning the net selling effect of advertising.

APPLICATIONS

The technique here outlined for measuring the selling effect of advertising is proposed not as an absolute measure, but as a *relative* measure of advertising performance in terms of the number of net-ad-produced buying acts within a fixed time period by different advertisements or series of advertisements. The dollar value of net buying actions may then be determined by relating the number of purchase acts to price paid per transaction. Likewise, the cost of attracting ad readers may be ascertained in terms of readers per dollar. These two sets of costs may then be expressed in terms of each other, in terms of dollars of purchases per dollar of advertising cost.

For convenience, we call this procedure the Netapps (net-ad-produced-purchases) method. As a measuring device, it makes possible the study of many problems heretofore beyond the reach of research. Its uses center

around two points, the two chief problems in preparing an advertising program, *What to say* and *Where to say it*, the message and the medium. Specifically the procedure measures (1) the selling performances of advertisements and (2) the purchase or use levels of brands in different media markets. Knowing the purchase levels in different media markets gives a clue to media selection.

Applications of the Netapps method therefore will be considered under two headings: Problems relating to the advertising itself, its content and form; and problems relating to media and their markets.

1. Applications to Content and Form of Advertisements

Examples of applications will relate to such problems as the following, together with discussions of specific cases.

- a. Measuring the selling power of a campaign for a product against previous campaigns.
- b. Measuring the selling power of a campaign for a product against the campaigns of competitors.
- c. Is there cumulative effect in advertising? If so, how much?
- d. Do advertising campaigns wear out? If so, in how long a time?

2. Applications to Problems Relating to Media and Their Markets

Discussion of uses in this area will deal with such problems as these:

- a. Measuring the purchase and use level of a product in different media markets.
- b. Measuring the purchase and use level of a brand against that of competing brands.
- c. Measuring trends in product purchase and use levels in different media markets.
- d. Measuring how amount of advertising influences buying action.
- e. When does new product advertising reach the break-even point between net purchases and advertising cost?
- f. Size and frequency of advertisements in a medium.

Example of Computations

First let us illustrate how the computations are made and what data are necessary. Computations and the thinking behind them have been discussed piecemeal in the preceding parts of this report. Let us now take data for a specific brand and follow the computations through step by step. In order to have reasonably stable figures, it is preferable to use averages for a series of advertisements. The computations are the same whether for a single advertisement or averages for a series. The follow-



NEVER!

Never . . . never . . . never . . . do you hear *that* kind of music on WJR.

You don't hear gimmick contests, noisy announcers or singing, swinging station breaks, either.

You hear Complete-Range Programming.

Pleasant music—live and recorded, classical and pops, show tunes, folk tunes, choral.

Nine 15-minute newscasts daily, news analyses, discussions, editorials.

Complete sports coverage—two 15-minute sports-casts every day, interviews, play-by-play of Tiger

night baseball, college and professional football. And there's humor, variety, women's programs, farm news, fine arts and . . . well, the list could go on and on.

On WJR you hear programming that, in the mass, appeals to a lot more people. People who buy soap and soup, and new cars and used cars, and pianos and grass seed. All kinds of people with definite ideas about what constitutes *good* radio.

That's why they listen to WJR. That's why they'll listen and *respond* to your advertising message on WJR. That's why you'd be wise to make WJR your medium in the Great Lakes area.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco



Rock 'n' roll on WJR—never in a million years!

"If we project the \$11.1 billion of total advertising costs in 1959 in the proportion of \$3.04 net ad-produced additional sales per dollar of advertising cost, the total additional sales attributable to advertising would be \$33 billion."

ing are averages for women for 13 Dial soap advertisements in the *Saturday Evening Post* in 1958.

1. Readership score (seen-associated) per 100 women issue readers	37
2. One-week buyers among ad readers	16.5%
3. Non ad readers per 100 issue readers	63
4. One-week buyers among non ad readers	12.0%
5. Difference (16.5 - 12.0)	4.5%

The above figures are the basic data. As such, even without further refining calculations, they are highly significant regarding the reader-buyer relationship. They tell us that one in six ad readers (16.5 per cent) currently bought the product, whereas only one in eight non readers (12.0 per cent) bought it. If the next campaign should be more powerful, the 4.5 points of difference could be considerably higher, even double. If it should be weak, the 4.5 reader-buyer difference could drop to half or less. What we would need to know next is how much of the 4.5 greater number of buyers among the ad readers is due to the current advertisements. Lines 6 to 11 indicate the steps.

6. Buyers among ad readers per 100 issue readers (37 x 16.5)	6.10	6.10
7. Buyers among ad readers who would have bought without ad reading (37 x 12.)	4.44	
8. Net-ad-produced purchases per advertisement per 100 issue readers (6.10 - 4.44)	1.66	
9. Buyers among non ad readers per 100 issue readers (63 x 12.0)	7.56	
10. Total buyers among 100 issue readers when issues contain advertisements	13.66	
11. Per cent net-ad-produced pur- chases among total purchases per advertisement (1.66 ÷ 13.7)	12.1%	

Line 8 indicates that about one third of the greater number of buyers among ad readers (4.5 in line 5) were

attributable to ad reading. Line 11 indicates that one in eight total purchases (12.1 per cent) was due to ad reading during the weeks when issues carried advertisements.

Another significant question is, To what extent does an advertiser reach prospects? Current users and buyers are admittedly good prospects for repeat purchases. Some indication of how well the advertisers succeed in reaching such prospects is given by the following figures:

12. Per cent ad readers among current buyers (6.10, reader- buyers, line 6, ÷ 13.66, total buyers, line 10)	45%
13. Total non-buyers per 100 issue readers (100 - 13.66)	86.3
14. Ad readers among non-buyers (37 ad readers, line 1, minus 6.10 ad reader-buyers, line 6)	30.9
15. Per cent ad readers among non-buyers (30.9 ÷ 86.3)	36%

Line 12 shows that this advertiser was reaching nearly half (45 per cent) of his present users who presumably are good prospects for repeat purchases. Advertisements differ greatly in their success in reaching user-repeat-buyer prospects. The advertiser of another toilet product, for example, succeeded in reaching one year only 37 per cent of his users, whereas the next year with a better campaign he succeeded in reaching 48 per cent.

Number and Frequency of Advertisements

The amount of net purchases produced by an advertising campaign depends on the number and frequency of advertisements. In our example, one advertisement produced 1.66 net purchases, line 8. This product had 13 advertisements during the year. How many net purchases did they produce?

16. Total net-ad-produced pur- chases per 100 issue readers during the year (1.66 x 13)	21.6
17. Total purchases by ad readers and non-readers per 100 issue readers during the year (12.4 per week x 52 weeks)	645
18. Per cent net-ad-produced purchases to total purchases during the year (21.6 ÷ 645)	3.35%

"Sometimes I get the feeling there are more names on one of these things than in the whole phone book back home. Your boy must be doing OK. He's got his own personal listing."



New York is headquarters. Almost one-third of the nation's 500 biggest industrial companies are headquartered here. Sell New York and your message gets to the rest of the country, too. Advertisers know this, do this in The New York Times. It sells New Yorkers with the most advertising. It serves them with the most news. New York is The New York Times.

Thus, 13 advertisements produced 21.6 net purchases. The question arises, How many advertisements within a year would reach the point of diminishing returns? This question will be discussed later under the heading, "Do advertising campaigns wear out?"

Dollars of Purchases per Dollar of Advertising Cost

All the above figures are in terms of actions, reading actions and buying actions. It would be additionally helpful to express these reading and buying actions in terms of dollars, so as to get some indication of dollars of purchases per dollar of advertising cost. For this purpose we need to ascertain the cost of attracting ad readers and the amount buyers paid per purchase. Following are the data for the soap illustration:

19. Women ad readers per dollar (from the Starch readership reports)	105
20. Cost per ad reader (1.00 ÷ 105)	\$.0095
21. Total accumulated ad readings for 13 advertisements during the year (13 x 37, line 1)	481
22. Total cost of ad readings per 100 issue readers during the year (481 x .0095)	\$4.57
23. Amount paid by buyers per purchase	\$.37
24. Total paid for net-ad-produced purchases (21.6, line 16, x .37)	\$7.99
25. Net one week purchases per dollar of advertising cost (7.99 ÷ 4.57)	1.75

These data indicate that there were \$1.75 one-week net purchases produced per dollar of advertising cost. Bear in mind, as previously emphasized, that this amount of sale is a relative measure and comparable only with results obtained under similar conditions and time periods. The findings must not be construed as indicating total sales attributable to advertising over an unlimited period of time beyond the appearance of the advertisements involved.

MEASURING THE SELLING POWER OF ADVERTISEMENTS

Some Examples

Selling Power of New Campaign versus Old Campaign — Colgate Toothpaste

For some years, Colgate toothpaste advertising was built around the boy-girl romance theme, *bad breath* and *see your dentist*. The layout was in conversational continuity form. In August 1949, the company introduced

a completely different theme and continued it until the end of 1950. It was centered around the results of a research project conducted independently under the auspices of a dental school, and reported in the *Reader's Digest*. Colgate's was the only toothpaste used. The research indicated that "brushing your teeth right after eating with Colgate Dental Cream stopped tooth decay best." In 1951, the company returned to a campaign essentially similar to its earlier type. It referred to the research result only in subordinate paragraphs. How did this new campaign compare with the previous and succeeding campaigns?

The data for the three campaigns in the *Saturday Evening Post*, mostly half-page black-and-white advertisements, are summarized in the following table:

	Campaign A (Boy-Girl Romance)	Campaign B (Brushing after Eating)	Campaign C (Campaign A Modified)
	Jan. 1948 to July 1949	Aug. 1949 to Dec. 1950	Jan.-Dec. 1951
1. Number of advertisements	28	24	18
2. Readership scores (men and women) Seen-Associated	15.5	10.1	10.4
3. Per cent buyers among ad readers	18.3	24.5	19.5
4. Per cent buyers among non ad readers	13.4	14.0	12.7
5. Difference	4.9	10.5	6.8
6. Per cent buyers among all issue readers	14.1	15.1	13.8

Line 3 above indicates that buyers among ad readers jumped from 18.3 per cent in the old Campaign A to 24.5 per cent in the new Campaign B. When that jump is measured against buyers among non-ad readers, line 5, the full selling power of the new campaign is more emphatically pointed up. The buying rate spread between ad readers and non readers of the new campaign was more than doubled. The subsequent Campaign C, which was essentially the same as the original old campaign except for a subordinate reference to the dental research findings, dropped back close to the level of the old Campaign A.

	Campaign A (Boy-Girl Romance)	Campaign B (Brushing after Eating)	Campaign C (Campaign A Modified)
	Jan. 1948 to July 1949	Aug. 1949 to Dec. 1950	Jan.-Dec. 1951
7. Net-Ad-Produced Purchases per ad	77	1.06	71
8. Dollar purchases per dollar advertising cost	3.80	5.59	4.23
9. Expressed in relative numbers	100	140	111



PHOTO BY CORY

Concentrated **COVERAGE** where it counts...

Whether you must keep the steak on your eye, or your eye on the stake you have in a fair share of sales in the 3 top markets of New York, Chicago and Philadelphia, concentrated **COVERAGE** where it counts pays off in successful results.

The average family in these 3 enormous markets enjoys an Effective Buying Income that is 28% greater than that of the remainder of the nation, and consequently spends 9% more money for All Retail purchases, 14% more for Food, 22% more for Furniture, Furnishings and Appliances, and

74% more for Apparel than the average family in the rest of the United States.

Within the most profitable sales area of New York, Chicago and Philadelphia — where competition is keenest and sales rewards are greatest — *there is no substitute* for **FIRST 3 MARKETS'** solid 54% **COVERAGE** of all families.

Concentrate **COVERAGE** where it counts... with **FIRST 3 MARKETS GROUP.**

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

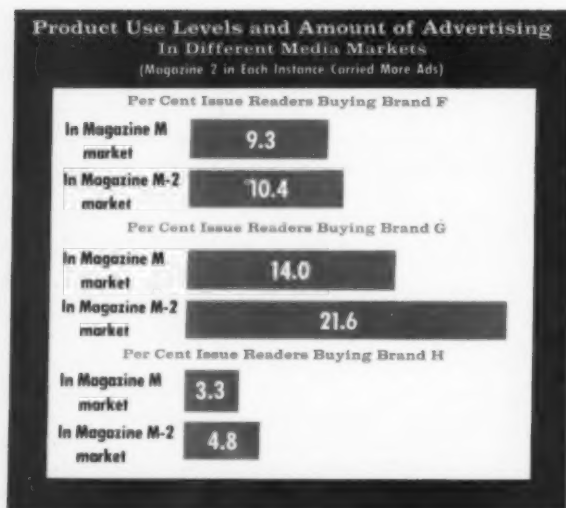
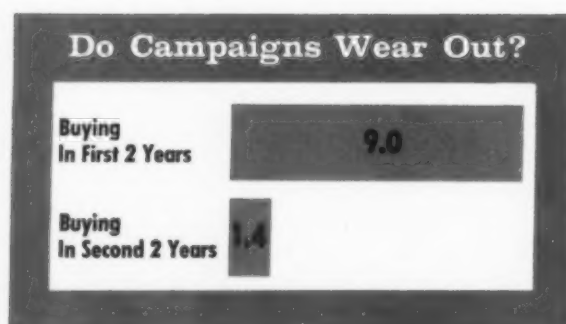
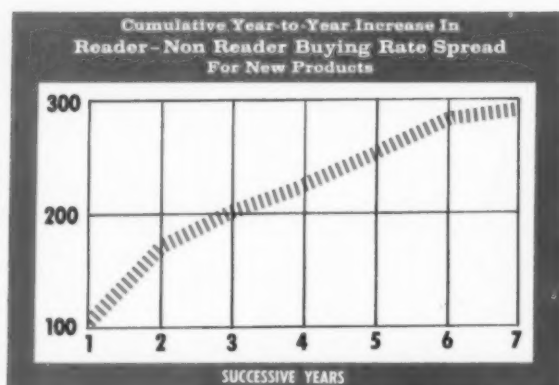
Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 11, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, Superior 7-0943 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Garfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnick 5-3557

Mediascope, September 1961

"The same, identical advertisements may be repeated up to seven or eight times at intervals of a month or more without showing a decline in readership."



Applying the Netapps formula to find the net ad stimulated purchases, line 7, and expressing these results in terms of dollar consumer purchases per dollar of advertising cost, we find that the new Campaign B showed 40 per cent greater net selling power than the old campaign.

Readership scores, line 2, are determined in part by the size of the advertisements and in part by the theme and layout of the advertisements. As such they are not directly comparable. Lines 10 and 11 below, however, show that the new Campaign B not only had far greater selling power but also attracted relatively far more (33 per cent versus 39 per cent) readers among current users buyers who are likely to be excellent prospects for repeat purchases.

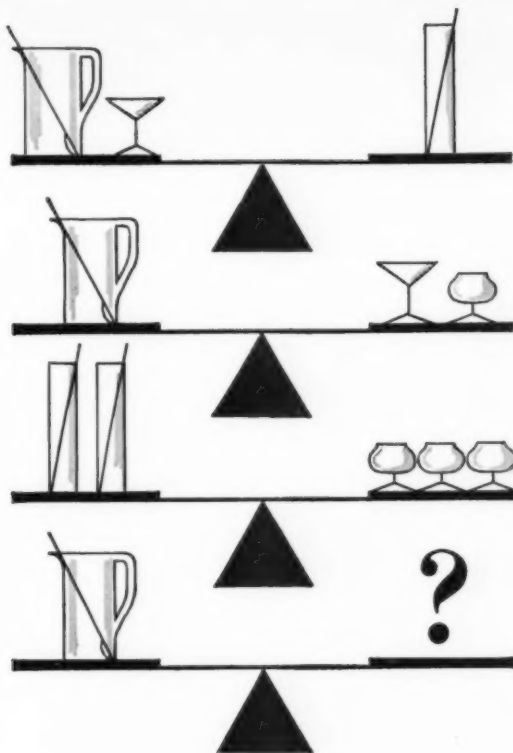
10. Ad readers among non buyers equal to	100	100	100
11. Ad readers among buyers equal to	139	184	156

Campaign B (brushing right after eating) has been the most effective campaign for Colgate toothpaste in the *Saturday Evening Post* during the entire 16-year period covered in this study. The advertisements consisted of (independent dental research) proved, believable, persuasive, and hence strongly buyer-activating copy. A 40 per cent increase in net-ad-produced purchases or in sales dollars per advertising dollar is a tremendous increase. In an area of mass communication where little is known about the relative activating power of substantiated versus blatant advertising copy, these findings appear to be clear evidence for the greater activating power of proved, believable statements as against the take-it-with-a-grain-of-salt type of advertisements.

The strong activating power of the 1949-1950 campaign had a pronounced effect on the overall buying rate by all issue readers. During the preceding 1948-1949 campaign the all issue reader buying rate was 14.1 per cent whereas during the new 1949-1950 campaign it was 15.1 per cent.

Measuring the Selling Effect of a Campaign Against Competitors' Campaigns

Here are four brands of toothpaste. All advertised in Magazine M during some or all of the four years from 1956 to 1959. Brand A advertised in M in 1956 but not in the following years. Brand D advertised in M in 1958 but not in the preceding years. Brands B and C advertised in M during all four years.



BALANCED PROGRAMMING

Agency X had a client who was a specialist. He specialized in a one-syllable word—NO! Hoping to increase his vocabulary, the agency invited him to a party. However, he hovered near the bar and fiddled with the bar equipment—in silence.

An adroit agency man, believing that actions speak louder than words, joined the fiddling. After a bit the agency genius pointed out that certain pieces exactly balanced others, as shown in the first three sketches. He asked the client to calculate the number of Martini glasses it would take to balance the julep cup. All Martini glasses being full except the one shown, the client was obliged to think.

Send us the answer* and win an exciting new prize. It may be round or rectangular, thick or thin, solid or liquid.

**If mathematics isn't your cup of tea, we suggest you demonstrate your capacity to achieve the necessary balance to the H-R man at your neighborhood bar.*

Source material Dover Publications, Inc.


wmal^{abc}-tv

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.





Every good salesman knows that the bulk of his efforts must be concentrated where there is the greatest sales potential. And, while the U.S. industrial market's opportunities are vast, the number of areas where most of the business comes from are surprisingly limited.

Example: In the U.S. there are over 3,000 counties and administrative units. Yet only 200 counties account for more than 75% of all industrial output. By concentrating in those 200 counties you are covering the best part of your sales potential.

Fortune can reinforce your sales efforts in the key markets because it concentrates over 75% of all its circulation in the top 200 industrial counties. Advertise where the sales are.

You'll find **FORTUNE** gets results.

To facilitate comparisons, net-ad-produced purchases (Netapps) are computed for a uniform readership score level of 25 (seen-associated). This is necessary for purposes of comparison, because the number of Netapps per 100 issue readers is directly related to the readership level. For example, if 15 per cent of ad readers of half-page advertisements with a readership level of 15 currently buy the product, then 15 per cent of buyers of readers of full-page advertisements with a readership level of 30 would show twice as many buyers per 100 issue readers as the advertisements with a readership level of 15 (4.50 vs 2.25). Hence to make data for different campaigns for competing brands comparable it is necessary to express the results in terms of the same readership level. For this purpose the seen-associated score level of 25 has been chosen. These are the findings:

Toothpaste	Per cent Netapps to total purchases per 100 issue readers	Dollars current one-week Netapps per dollar advertising cost
Brand		
A	15.9%	\$2.01
B	10.6	4.57
C	6.5	.69
D	18.8	2.08

The differences are wide indeed. Brand D succeeded in obtaining three times as high a proportion of net-ad-produced purchases as Brand C (18.8 against 6.5) and Brand B produced six times as many dollars of purchases per dollar of advertising cost as Brand C (\$4.57 against \$.69).

FACTORS AFFECTING THE SELLING POWER OF CAMPAIGNS

Cumulative Effect in Advertising

Is there cumulative effect? If so, how much is there from advertisement to advertisement over a period of time? How long does it take to reach its maximum? Is there cumulative effect in selling power apart from cumulative effect in the readership or perception of advertisements?

When advertising is started for a new product or when a completely different campaign is started for an established product the assumption is that successive advertise-

ments in a series will attract relatively more readers and produce more sales because of the assumed carry-over of impressions and stimulations from the early advertisements to the later ones.

Is There Cumulative Effect in Readership?

How much carry-over is there in readership, and when does it reach its full effect? Cumulative effect in readership would be expected to appear in the case of a new product by producing higher readership scores for successive advertisements in a series. To be comparable these advertisements would have to be of the same size for the same product in the same publication. During the last 10 years advertisements for 13 different new products were found in Magazine M which met these requirements. To combine the readership scores (seen-associated) for these series, the scores were expressed in terms of relative numbers. The first year scores were taken as equal to 100. The findings showed the following relative readership comparisons:

Successive years	1	2	3	4	5
Relative readership scores—first year equal to 100	100	111	116	119	119
Expressed in corresponding scores with 30% for the first year	30	33	35	36	36

These findings indicate that there is a cumulative build up in the early years in the readership of advertisements for new products. This increase was largest in the second year over the first year as indicated by a rise of 11 per cent in the scores. It reached its full effect in the fourth year. Readership of comparable advertisements had risen 19 per cent over the first year. Readership scores remained at that level from then on. It is likely there are variations in the time pattern depending on the product advertised, size of space used, and frequency of insertion.

How much this cumulative effect amounts to when translated into concrete readership scores is shown in the last line in the above table. The total effect is a rise from a postulated score of 30 the first year to a score of 36 by the fourth year.

Is There Cumulative Effect in Buying Action?

Cumulative effect of successive advertisements in the case of buying action should show up in an increase in the reader-non reader buying rate spread over a period of time. For this analysis it is necessary to have both readership and purchase data for new products advertised in the same medium over a period of several years. Here, too, to make results comparable, buying rate spread was expressed in terms of relative numbers with the first year's spread equal to 100.

Metropolitan OAKLAND **is on the move*



IN COMMERCIAL BUILDING!

1955 - \$24,346,193

Source: Bay Area Council

1960 - \$36,449,864



The greater East Bay (Oakland area) is an entirely separate market from the West Bay (San Francisco area)... with different local editorial interests.

...And the **FACTS** prove that **ONLY** the **TRIBUNE** really covers this separate Market (Alameda and Contra Costa Counties) Northern California's largest population center.

* For full particulars on this fast growing market, call the nearest Cresmer & Woodward office for your copy of the BRIGHT SPOT... or write to Advertising Director, Oakland Tribune, Oakland 12, California.

Oakland Tribune

NATIONAL REPRESENTATIVES: Cresmer & Woodward, Inc.
SUNDAY COMICS: Metropolitan Sunday Newspapers, Inc.

Largest Home Delivered Circulation in Northern California!

"... within the limits of present amounts of advertising, the more ad impressions are made on people, the more net ad-produced purchases they make."

Successive years	1	2	3	4	5	6	7
Relative ad reader-non reader buying rate spread	100	174	202	226	254	281	287
Expressed in corresponding points of spread with 2.00 for the first year	2.00	3.48	4.04	4.52	5.08	5.62	5.74

The results indicate a very substantial accumulation of greater buying activation produced by successive advertisements from year to year. The cumulative effect in buying action is much greater than it is in readership. And furthermore, it appears to continue much longer before it reaches its full effect. Buying rate spread doubled in three years, tripled in six or seven years, and reached its full amount at that time.

Do Advertising Campaigns Wear Out?

The practice among advertisers, as a rule, is to decide on a theme or selling idea and build a campaign around it. The advertisements will differ in phraseology and picture, but all will relate to the same theme and usually follow the same layout pattern. The question is, Will readership and selling power decline during long continuation of the same theme and layout pattern? If so, how long before there will be a decline? The question must be considered separately in relation to readership and selling power.

As to readership, advertising campaigns apparently can be continued for a long time, actually several years, without showing any material change in readership level. In fact the same identical advertisements may be repeated up to seven or eight times at intervals of a month or more without showing a decline in readership. The high scoring advertisements will continue to score high and the low scoring ones will continue to score low. (See Daniel Starch, "Tested Copy," No. 89, January 1960). Campaigns built on the same theme with variations in copy and layout can be continued for long periods without loss in readership.

An Extended Maxwell House Coffee Campaign

As to selling effectiveness, the situation appears to be quite different. Campaign themes, if they do not actually wear out, do wear down to a much lower level of performance. A Maxwell House Coffee campaign

picturing outdoor scenes, and coffee being served, was continued for another two and a half years, from January 1950 to May 1952, beyond the original period of two years. The additional data for the continued Maxwell House campaign are given below alongside the data for the original campaign.

Maxwell House Coffee

	Outdoor Scenes coffee served March 1948 to Dec. 1949	Continued Jan. 1950 to May 1952
1. Number of advertisements	22	26
2. Readership scores (women)	42%	42%
3. Per cent buyers among ad readers	25.6	16.1
4. Per cent buyers among non readers	16.6	13.5
5. Difference	9.0	2.6
6. Per cent buyers among all issue readers	20.4	14.6
7. Net-ad-produced purchases per advertisement	3.8	1.1

Readership of the continued campaign was exactly the same. There was, however, a drastic decline of 9.5 points in buyers among ad readers and also a decline, though much less, of 3.1 points, in buyers among non readers. The significant decline occurred in the ad reader-non reader buying rate spread, line 5, a decline from 9.0 points to 2.6. The over-all decline was no doubt due to a considerable extent to the growth in the use of instant coffee. But there is also little doubt that the long continuation of the same copy theme of two and a half years beyond the original nearly two years wore down the selling effectiveness of the campaign. Net-ad-produced purchases, line 7, declined from 3.8 to 1.1, less than one third of the effectiveness of the original campaign.

Campbell's Soup ran a campaign on the theme "Soup for Lunch." The advertisements appeared about once a month in the *Saturday Evening Post* from July 1, 1950 to July 10, 1954. Other types of Campbell advertisements appeared at two-week intervals between these advertisements. During the first two years the ad reader-non reader buying rate spread for the "Soup for Lunch" advertisements was excellent, 9.8 points. During the second two years the buying rate spread all but vanished.

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The Flint Journal and its readers are good friends too!

This is the beginning of a life-long friendship. To cement it, there is nothing quite like hours spent together discussing the day's activities and planning for tomorrow.

The Flint Journal and its readers get to be good friends in the same way, giving and accepting devoted attention. Our newspaper fulfills its promise to be helpful, informative and thorough. When you select newspapers as your medium (and we think you should) include The Flint Journal. Your messages will be welcomed and read with confidence. Contact us direct or see our representatives.

people like advertising in newspapers

Population up 36% over 1950
Flint's Metropolitan Area population is now 374,313

Flint's GM Payroll up 18%
The GM payroll in Flint for 1960 amounted to \$453,841,000

Buying Power up 17% in one year
Effective Buying Income is \$842,992,000. Total Spendable Income for Retail Trading Zone is \$1,078,850,000.

Flint Journal Circulation... 97,671
Delivered to 92.1% of the homes in this area

Sources: 1960 U. S. Census; 1960 SM Survey of Buying Power; Publisher Statement, March, 1961, subject to Audit.

Flint's only daily newspaper

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper



Media/Scope, September 1961

Readership, however, held up, in fact increased moderately. The following are the figures:

Campbell's "Soup for Lunch" Advertisements

	First Two Years	Second Two Years
1. Number of advertisements	23	22
2. Readership (Seen-Associated) Women	49%	56%
3. Per cent buyers among ad readers	50.6	43.3
4. Per cent buyers among non readers	40.8	42.9
5. Difference	9.8	0.4
6. Per cent buyers among all issue readers	44.0	43.2%
7. Net-ad-produced purchases per advertisement	4.8	0.3

Reaching Prospects

Many advertisers wish to know to what extent they are reaching prospects. There are, of course, various kinds of prospects. They range all the way from active, in-the-market, ready-to-buy prospects, to those persons who someday may be prospects but who have no expectation of buying the product in the foreseeable future. A large segment of prospects for almost any product are its present users. Present users are generally regarded as excellent prospects for repeat purchases. This is true of both durable and non-durable products. As salesmen put it, a Buick owner is the best prospect for a new Buick, and a Wheaties user is the best prospect for more Wheaties.

Our ad perception and product purchase data can tell us a good deal about the extent to which advertisements succeed in reaching these repeat buyer prospects. These data show that advertisements can vary widely in this respect.

First, let us see how our data indicate the extent to which advertisements reach user-repeat-buyer prospects. Here is an example. Data for Soap S advertisements showed that 12.2 per cent of the 39 advertisement readers currently bought Soap S and that 11.0 per cent of the 61 non readers bought Soap S. From these figures, we find that there were 4.8 reader-buyers (12.2×39) and 6.7 non reader-buyers (11.0×61) or a total of 11.5 buyers. From these figures, it is further obvious that 42 per cent ($4.8 \div 11.5$) of buyers read the Soap S advertisements.

Turning next to the non buyers, we find that there were 88.5 non buyers ($100 - 11.5$). We also find that among these non buyers there were 34.2 ad readers ($39 - 4.8$). From these figures, it is obvious that 39 per cent of the non buyers read Soap S advertisements ($34.2 \div 88.5$).

Thus, it appears that the Soap S advertisements reached 42 per cent of present user-repeat-buyer prospects and 39 per cent of present non-users. These figures become meaningful in comparison with other campaigns and products by expressing them in relative numbers. If non-

user-readers (39) equal 100, then user-readers equal 100. That is, for every 100 non-users reached by the Soap S advertisements, 108 present users are reached. Such figures take on fuller meaning when considered in relation to similar data for other products and campaigns:

Advertisements For	Readers Among Non-Users Equal	Readers Among User-Repeat- Buyer-Prospects
Soap S (women)	100	108
Soap S (men)	100	145
Drug product D (men and women)	100	100
Drug product D (men and women)	100	148
Drug product D-2 (men and women)	100	130
Beverage B (men and women)	100	114
Beverage B-2 (men and women)	100	115
Beverage B-3 (men and women)	100	127
Beverage B-4 (men and women)	100	145
Soap S (women)	100	111

These figures are enlightening in showing the extent to which different advertising campaigns succeed in reaching prospects, particularly the very good prospect group of present user-repeat-buyers. Some campaigns, for example the Beverage B-4 campaign, did three times as well as the Beverage B-2 campaign in reaching the user-repeat-buyer group.

MEDIA MARKETS AND AMOUNTS OF ADVERTISING

Two questions arise here at once regarding advertising and media markets. The first question is, What is the current brand use level, that is, the market, within a medium's audience? The second one is, To what extent does amount of advertising in a medium affect the brand use level? Brand use levels *do* differ, and sometimes very materially, in different media markets, and the amount of advertising *does* influence the current buying level quite substantially.

These questions are important because the answers to them have a decisive bearing on the amount of advertising to be scheduled in a medium. If the current purchase level is low, additional advertising may very well be scheduled. If the level is high, a moderate amount of advertising may be sufficient to maintain it, and the difference possibly spent to better advantages elsewhere.

First, let us see to what extent brand use levels differ in different media markets. The figures below, left portion of table, show the current purchase levels of five different products which had practically the same use

TODAY IN CANADA . . .



162,764 people* will read THE OTTAWA CITIZEN

will they get your sales message?

Ottawa represents one of Canada's richest, most receptive markets!

Annual retail sales are now more than \$416,300,000. Personal disposable income is a solid \$667,000,000—more than the combined total of Quebec City, Sudbury and Brantford.

To sell Ottawa best you must use The Ottawa Citizen. Number one in city circulation, it's the

paper that penetrates deepest into this market of 400,400 people,

Circulation 69,578 A.B.C. September 30, 1960

*15 years of age and over

You get action when you advertise in

THE OTTAWA CITIZEN

A Southam Newspaper



The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR

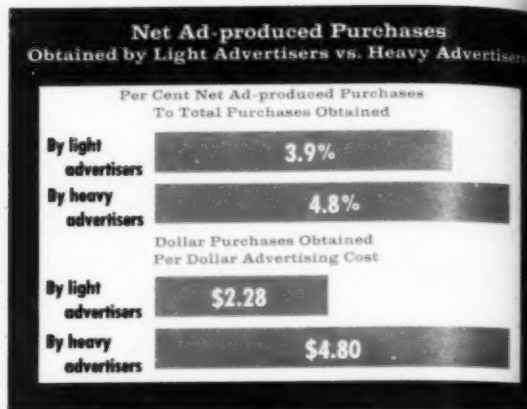
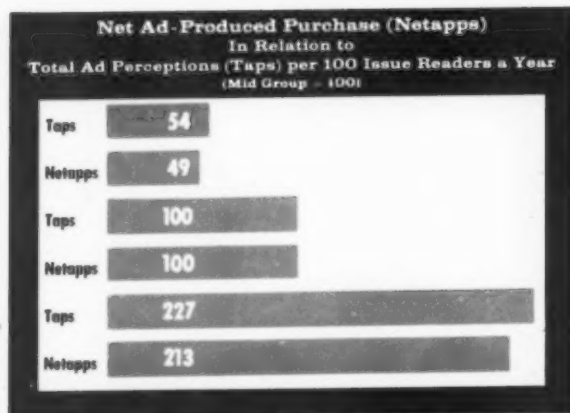
THE WINNIPEG TRIBUNE
THE CALGARY HERALD

THE NORTH BAY NUGGET
THE EDMONTON JOURNAL

THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(Published for Pacific Press Ltd.)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

"Advertisers at any level of brand use, who geared their advertising to be above rather than below the average amount for their respective brand use levels, tended to get more for their advertising investment . . ."



level in the Magazines M and M-2 markets. It should be noted further that the amount of advertising carried in these two media on behalf of these brands, right portion of table, was practically identical. It is also interesting to note that the use level of cigarette Brand D had a much higher use level on the part of men than women, whereas the use level of Brand E was actually lower for men than for women.

	Per cent of issue readers buying the brand		Pages of advertising per year	
	Magazine M	Magazine M-2	Magazine M	Magazine M-2
Same amount of Advertising in both Magazines				
Drug Product A	15.5%	15.6%	10	10
Drug Product B	4.8	4.4	11	10
Toilet Product C	12.9	13.1	9 (1)	12 (1)
Cigarette D				
Men	21.7	21.7	15	13
Women	12.2	13.2		
Cigarette E				
Men	5.0	5.1	12	11
Women	7.4	5.8		
Average	11.3	11.2	11	11

(1) Although there were more pages of advertising in M-2, the total ad perceptions were practically the same, 169 and 162 respectively.

The data next below show how wide the differences in brand use levels can be for three brands in the same two media markets. Use levels were considerably higher in the M-2 market. In this connection it should be observed that the amount of advertising on behalf of these brands

was substantially more in M-2 than in M. Brand G had no advertising for years in Magazine M, but had an 11-ad schedule in M-2, and the difference in use level was by far the largest in favor of the M-2 market.

	Per cent of issue readers buying the brand		Pages of advertising per year	
	Magazine M	Magazine M-2	Magazine M	Magazine M-2
More advertising in Magazine M-2 than in M				
Food Product F	9.3%	10.4%	8	13
Food Product G	14.0	21.6	0	11
Drug Product H	3.3	4.8	3	8
Average	8.9	12.3	4	8

The above two sets of data illustrate how nearly the same or how widely different brand use levels may be between closely similar media audiences, depending on whether the amount of advertising was the same or different in the two media. Let us now explore this problem a little further.

How Amount of Advertising Influences Buying Action

Since advertisements can influence buying action only through those who perceive the advertising messages, readers, viewers, listeners, this question should really be: How does the number of ad perceptions affect buying action? For this purpose we need two sets of data, total number of ad perceptions per year and net-ad-produced purchases per year.

Readership and Sales Power Of Half-page vs. Page Advertisements

Readers per Dollar	
Half-page advertisements	76
One-page advertisements	65
Net Ad-produced Purchases Per Page of Advertisements	
Two half-page advertisements	.88
One-page	.91

Data in these two categories were computed for 303 cases. These cases were then separated into three groups, the low one-third of cases with the smallest number of total ad perceptions per year, the middle one-third with the intermediate number of ad perceptions, and the high one-third with the largest number of ad perceptions. The corresponding net-ad-produced purchases were tabulated in parallel order with the following result.

**Total Ad Perceptions in Relation to
Net-Ad-Produced Purchases**

	Low Group	Middle Group	High Group
1. Number of cases	101	101	101
2. Total ad perceptions per brand per 100 issue readers per year	116	214	486
3. Net-ad-produced purchases per 100 issue readers per year	1.20	2.45	5.22
4. Ad perceptions expressed in relative numbers	54	100	227
5. Net-ad-produced purchases expressed in relative numbers	49	100	213

This table indicates a close correspondence between the number of ad perceptions and net ad-produced purchases. Taking the middle group as equal to 100, the findings show that the high group had somewhat more than twice as many ad readings, line 4, and also twice as many net ad-stimulated purchases, line 5. The low group had about half as many ad readings as the middle group and half as many net purchases.

It appears then that, within the limits of present amounts of advertising, the more ad impressions

are made on people, the more net ad-produced purchases they make.

In the above table, total ad perceptions (Taps) per year have approximately the same relation to each other as the number of pages of advertisements per year as indicated below.

	Low Group	Middle Group	High Group
Total ad perceptions per year	116	214	486
Black-and-white pages per year	5.3	10.0	22.0
Four-color pages per year	3.3	6.0	14.0

The important point in these findings is that the number of net ad-produced purchases (Netapps) follows closely the number of total ad perceptions (Taps) per year. A split run, for example, of inserting an advertisement in half the copies of a publication, produces half as many total ad perceptions. The over-all result of 12 split runs during a year would produce about the same number of total ad perceptions and ad-produced purchases as six full runs during a year. The latter might have a slight advantage in production cost.

Ad Perceptions in Relation to Size of Market

One further point, however, must be considered in this connection. Amount of advertising for a product is usually geared to its volume of sales or current buying level. For example, beverage B-1 had a current weekly purchase level of 20 per 100 issue readers, whereas B-2 had a current weekly purchase level of 10. Since B-1

*Available
Now!*

2nd

**ANNUAL
TOP TEN BRANDS
STUDY**

A
PRIMARY
TOOL FOR
SOUND
MARKETING
AND
PLANNING
IN THE
GREATER
DETROIT
MARKET

The Free Press

offers you the current and continuing study of the ever-changing profile of the Greater Detroit Market.

The second annual Top Ten Brands study now enables you to make comparisons with last year. It provides basic data about current incomes, buying power and brand preferences in the combined ABC City and Retail Trading Zones.

You'll find consumer preferences in this market for Foods, Automobiles, Cosmetics, Toiletries, Appliances, Tobaccos, as well as data on buying locations and retail shopping habits.

This current and continuing research gives profitable direction to your Detroit marketing.

To arrange for your Top Ten Brands study clinic, or get additional information, call or write Cyril Brown, National Sales Manager—or our National Representatives.

The Detroit Free Press

MICHIGAN'S ONLY MORNING NEWSPAPER
NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

"What a full-page advertisement lacks in readership as against two half-page advertisements is fully made up by the number of net ad-stimulated purchases induced . . ."

made 800 ad reading impressions and had a purchase rate of 20, it made 40 ($800 \div 20$) total ad perceptions per percentage point of purchases. Similarly, B-2 with 400 total ad perceptions and 10 per cent purchase rate also made 40 total ad perceptions per percentage point of purchases. This indicates that B-2 made just as many ad impressions as B-1, in relation to the size of its market.

The question then becomes, Does a larger number of total ad perceptions for a product in relation to its market level produce a larger number of net ad-produced purchases? By the method just illustrated, the number of total ad perceptions in relation to size of market was determined for each of 230 cases. These cases were then divided into three groups. The low third of 76 cases with the smallest number of total ad perceptions in relation to its purchase level or market size, the middle third of 78 cases, and the high third of 76 cases. Alongside of the figure for each case was placed the corresponding net ad-produced purchase figure. The findings for the groups are shown in the following summary:

Total Ad Perceptions in Relation to Size of Market and Net Ad-Produced Purchases

	Low Group	Middle Group	High Group
1. Number of cases	76	78	76
2. Total ad perceptions per 100 issue readers per year in relation to size of market	12.4	27.5	56.9
3. Net ad-produced purchases per 100 issue readers per year	.96	2.43	5.08
4. Total ad perceptions expressed in relative numbers	45	100	207
5. Net ad-produced purchases expressed in relative numbers	40	100	209

These findings indicate that the more ad impressions are made, in relation to size of market, the more net ad-stimulated purchases are made, with the qualification that the low group apparently did not secure so many net ad-produced purchases in relation to total ad perceptions as the middle and top groups.

This relationship appears reasonable. The high group contained more products new in the market, and managements usually put extra advertising pressure behind new products in relation to their market in order to build them up. For example, seven old-established brands of cigarettes showed for the years 1956-1958 an average of 13.7 net ad-stimulated purchases, whereas seven new brands showed an average of 20.6 net ad-stimulated purchases.

Long-established products develop a substantial core of loyal or repeat buyers. New products, less well-established and less well-fixed in people's minds, require more stimulation to keep up or increase current use. The results are summarized in the following table:

	Seven Old Brands of Cigarettes	Seven New Brands of Cigarettes
1. Total ad perceptions per 100 issue readers per year	284	269
2. Current consumer purchases	7.0%	4.1%
3. Total ad perceptions in relation to size of market	40	65
4. Expressed in relative numbers	100	162
5. Net ad-produced purchases per 100 issue readers	13.7	20.6
6. Expressed in relative numbers	100	150
7. Dollar purchases per dollar advertising cost	2.95	2.38
8. Expressed in relative numbers	100	81

Thus the new brands did about as much total advertising as the old brands (line 1), but in relation to the size of the market (line 4), they did 62 per cent more advertising than the old brands. In terms of sales effect, they obtained 50 per cent more net ad-produced purchases (line 6). In terms of dollar purchases per dollar advertising cost (line 8), results were good although relatively less (19 per cent) as one would expect for new brands.

What is the Optimum Amount of Advertising?

Our findings so far indicate that within the limits of current advertising in the media concerned, the light advertisers got about as much for their money as the heavy advertisers, with possibly a slight advantage in favor of the heavy advertisers. The heavy advertisers used four times as much advertising, and obtained about four times as many net ad-produced purchases.

When size of market is taken into account, the heavy advertisers did a little better. They used 4.6 times as much advertising as the light advertisers, and obtained 5.3 times as many net ad-produced purchases.

This leads to the question, Is there an optimum amount of advertising for a product? If so, what is it? In the data cited, the heavy advertisers did much more adver-

tising than the light advertisers, to be sure, but the question still may be raised, How about the extremes? How do the very lightest advertisers, those using only one or two pages a year, fare as compared with the very heaviest advertisers, those using 20 or 30 pages a year in the same publication? We found among our data 26 instances of very light advertisers and 18 instances of very heavy advertisers. Here are the findings:

Net Ad-Produced Purchases for the Very Lightest Advertisers Versus the Very Heaviest Advertisers

	Light Advertisers	Heavy Advertisers
1. Number of cases	26	18
2. Total ad perceptions per 100 issue readers per year	62	871
3. Net ad-produced purchases per 100 issue readers per year	3.3	53.8
4. Per cent Netapps to total purchases per year	3.5	5.8
5. Line 4 in relative numbers	100	166
6. Dollar of Netapps per dollar of advertising cost per year	2.23	3.69
7. Line 6 in relative numbers	100	165

The heavy advertisers made 14 times as many ad impressions as the light advertisers, line 2, but they obtained 16 times as many net ad-stimulated purchases, line 3. In relation to total purchases (i.e., size of market) the heavy advertisers actually produced a 66 per cent larger share of their total sales than did the light advertisers, lines 4 and 5. In terms of dollars, the heavy advertisers got 65 per cent more for their advertising investment as the light group, lines 6 and 7.

In interpreting these figures, size of market must always be borne in mind. Advertisers gear their advertising to their actual or potential market. The products in the heavy advertiser group had very high brand use levels. It would be disastrous for a product with a low brand use level to step up its advertising far out of line with its actual or potential market level. While our data show an advantage per dollar spent in favor of heavy advertisers, it would be absurd for a product with a 5 per cent use level suddenly to step up its advertising from, say, four pages a year to 25 pages a year. It might, however, increase its money's worth by stepping up its advertising from four pages to, say, six or eight pages a year, assuming the quality of the product to be fully abreast with competitors. Two points stand out:

1. The heavy advertisers did get their money's worth. Actually they got substantially more for their investment than did the light advertisers.

2. Advertisers at any level of brand use, who geared their advertising to be above rather than below the average amount for their respective brand use levels, tended to get more for their advertising investment than those who geared their advertising to be below the average amount for their brand use level.

When Does New-Product Advertising Reach the Break-even Point?

Advertising for a new product is likely to be heavy in relation to sales. For a time at the beginning, promotion costs may actually be greater than total sales. The question then is, How soon does a new product reach the break-even point between net ad-produced purchases and advertising costs? In October 1948, Bufferin, a new product, began an advertising schedule in the *Saturday Evening Post* at the rate of about one insertion a month. During the first year and a half net ad-produced purchases were less than the advertising cost. They were 75 cents per dollar of advertising cost, line 6 below. However, by 1950 the break-even point was reached and passed. Net ad-produced purchases were \$1.46 per dollar of advertising cost. They continued to climb until they reached \$2.00 or more per dollar of advertising cost.

In tabular form the data for the 12-year's period were as follows:

	Oct. 1948-1949	1950-1959	1953-1955	1956-1958	1959
1. Number of advertisements in <i>Saturday Evening Post</i> per year	12	10	11	15	12
2. Readership scores (men and women) Seen-Associated	14%	20%	27%	26%	25%
3. Per cent of ad readers who bought Bufferin during the first week	1.8	2.9	6.7	11.6	12.1
4. Per cent of non-ad readers who bought Bufferin during the first week	.8	1.2	4.0	8.6	8.6
5. Difference	1.0	1.7	2.7	3.0	3.5
6. Dollar purchases per dollar advertising cost	.75	1.46	2.19	1.98	2.04

Pream had a similar history. Although it had been advertised in other media previously, the campaign began in 1956 in the *Saturday Evening Post* did not quite break even in that year. But it moved up, so that by 1958 it had passed well above the break-even point. Like Bufferin, it took two years to pass this point.

Size and Frequency of Advertisements

Whenever an advertising program is being prepared, these two questions must always be considered: How large shall the advertisements be? How often shall they be inserted? These two questions are interrelated. For a given amount of money in a specific medium, how do readership and buying action compare, for example, for 10 full-page advertisements a year against 20 half-page advertisements a year?

To make the results comparable, data for page and half-page advertisements for the same products within

LET'S FACE IT..... *by Volpe*



*This famous American statesman was the first man ever to endow the office of Vice President of the United States with authority, leadership and stature. Who is he?

THIS PICTURE REVEALS A LEADER OF STATURE

The Herald-Express is not only the largest evening newspaper in Western America, but it is now the second largest daily — morning or evening—in the nation's second largest market. The 378,613 Herald-Express families represent a market larger than San Francisco, Sacramento and San Bernardino combined!

NOW NO. 2 DAILY NEWSPAPER
IN AMERICA'S NO. 2 MARKET

378,613

NET PAID CIRCULATION

SOURCES: Publisher's Statements for 6 mos. ended March 31, 1961
Sales Management Survey of Buying Power, Corp. 1961

Los Angeles Evening

HERALD-EXPRESS

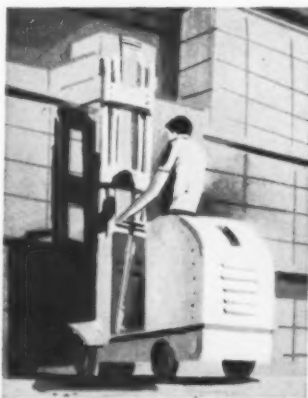
Largest Evening Newspaper in the West

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.



Where would

How **"HEFTI-HANDLER"** trucks
speed production—cut costs



HEFTI-HANDLER INC.

You are advertising to the all-industry market. Your campaign theme is **application and use** of your equipment.

In which all-industry publication will these ads work best?

There are three of them—all directed to "all industry"—primarily manufacturing. All are directed to individuals in "plant operating" functions. But only one offers your advertising the powerful advantage of a compatible editorial climate that *preconditions* the readers for your *application and use* sales approach.

Can you identify them from the brief description shown? Which one would you pick for your "applications and use" campaign? First read the descriptions of all three.

Then lift tape at bottom of next page.

EDITORIAL

READERS

EMPHASIS

d!

RIAL

RS

SIS

lift



***your advertising
is most effective***

- ... in a matching editorial climate
- ... with related editorial emphasis
- ... among readers with power to buy your kind of products

d y

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do you run this ad?

PUBLICATION <i>A</i> ?	PUBLICATION <i>B</i> ?	PUBLICATION <i>C</i> ?
<i>Management approach to plant operations on — personnel, methods and plant ideas on an administrative-management basis.</i>	<i>Technical approach to plant operations on—equipment and facilities on a how-to-apply-and-use basis.</i>	<i>Technical approach to plant operations on — structures and facilities on a how-to-install-and-maintain basis.</i>
<i>A wide group of individuals who administrate operation of a plant. Those in personnel/cost/production/inventory control as well as manufacturing and maintenance. Not necessarily high up in management but a broad base across administrative and operating management.</i>	<i>A concentrated group of individuals who direct the operations of a plant. Those directly in charge of manufacturing and maintenance...with engineering and managerial responsibility over equipment, materials, methods and systems used throughout the plant.</i>	<i>A narrow group of individuals who assist in the operations of a plant. Those in engineering of buildings, yards, facilities, housekeeping, maintenance. Not necessarily in application-and-use engineering, such as manufacturing production, industrial engineering or plant operating management.</i>
<i>Administrative type editorial reporting of plant and equipment trends, on a paperwork dollars and cents approach. Management editorial covering personnel, buildings and methods areas, as opposed to emphasis on engineering and technical equipment. More on ideas, trends and management techniques.</i>	<i>Applications engineering type editorial reporting on applying and using equipment, materials, methods and engineered systems in operation and maintenance of a manufacturing plant. More engineered systems editorial incorporating related equipment and products as opposed to straight product reporting.</i>	<i>Facilities engineering type editorial reporting primarily on construction, installation and maintenance of — buildings — services — equipment — in that order of importance. More product type editorial reporting as opposed to materials, equipment, methods and systems engineered for use in all operations of the plant.</i>

ANSWER: Of the 992 sales and advertising professionals who identified publications in a recent survey* using similar definitions, 564 — 57% named publication B as MILL & FACTORY.

If your equipment is "technical" you need the compatibility of MILL & FACTORY's engineering type editorial. It reports on the application and use of equipment, materials, methods and engineered systems in the operation and maintenance of a manufacturing plant. MILL & FACTORY IS the publication where equipment application and maintenance advertising works best.

*Conducted by Ross-Federal Corp. Copy on request.

"Advertising has demonstrated its true essential part in the functioning of our economy, not replaceable to the same extent by any other promotional force with equal efficiency."

the same period of years in the same publication (Magazine M), are needed. Data for 73 one-page and 107 half-page advertisements in our records met these requirements. For these advertisements both readership and buying-action data were compiled. The findings were as follows:

Net Ad-Produced Purchases in Relation to Size of Advertisement

	Half-page Advertisements	One-page Advertisements
1. Number of advertisements	107	73
2. Readers per dollar	76	65
3. Readership score (Seen-Associated)	10.6%	17.8%
4. Buyers among ad readers	17.2	17.8
5. Buyers among non-readers	13.1	12.7
6. Difference—percentage points	4.1	5.1
7. Per cent buyers among all issue readers	13.5	13.6
8. Net ad-produced purchases per advertisement	0.44	0.91
9. Per cent Net ad-produced purchases to total purchases per advertisement (line 8 ÷ line 7)	3.21	6.67

From these figures it appears that one-page advertisements produced 14 per cent fewer readers per dollar than half-page advertisements (line 2). This fact has been known for a long time from previous readership studies. **What has not been known, however, is the relative amount of buying action induced by half-page and full-page advertisements.** On this point our data indicate that full-page advertisements do somewhat better than half-page advertisements (line 6). The ad reader-non reader buying rate spread for half-page advertisements was 4.1 points and for full-page advertisements 5.1 points. With regard to per cent of net ad-produced purchases to total purchases, full-page advertisements performed fully in line with their size. For half-page advertisements to do as well as full-page advertisements (size and readership scores considered), two half-page advertisements would be expected to produce as many net purchases as a full-page advertisement. Actually two half-pages produced 6.42 (2 x 3.21) Netapps (net ad-produced

purchases) as against 6.67 Netapps per one-page advertisement (line 9).

It appears then that what a full-page advertisement lacks in readership as against two half-page advertisements is fully made up by the number of net ad-stimulated purchases induced by full-page advertisements as against half-page advertisements. Whether half pages or full pages are to be used in a given campaign, therefore, rests primarily on other considerations, such as length of message to be presented or size of illustration to be used. The advertiser gets dollar for dollar, about as much for his investment in half-page advertisements as in full-page advertisements.

SUMMARY AND CONCLUSIONS

This long 16-year study was undertaken in July 1944 for the specific purpose of developing a method for measuring the selling effect of advertising. The goal was to devise a method that could be used to measure the normal day-to-day perception of advertising messages and the normal day-to-day purchase of the products advertised so that the two activities could be related to each other. The aim was to measure the effects of ad reading in terms of product purchases.

The findings are based on data obtained in 400,000 interviews concerning (a) the readership of 45,000 advertisements in two large weekly magazines and (b) the buying acts of the readers and non readers of these advertisements. The following are the basic outcomes:

1. A method has been developed which measures with reasonable accuracy the relative selling effect of different advertisements. The method is called the Netapps (net ad-produced purchases) method. The central technique of this method consists of two steps. The first is measurement of product purchases made by perceivers of advertisements as compared with purchases made

by non-perceivers of the same advertisements. The second step is to determine how much of the spread in the buying rate between perceivers and non-perceivers is attributable to the reading of specific advertisements. The technique devised for this purpose was designed to eliminate from the buying rate spread between total ad readers and non-readers those reader-buyers who have bought the product anyway even apart from the current ad reading. The residual portion of this spread comprises the net ad-produced purchases, attributable to the advertisements concerned. As a measuring instrument it provides data on problems heretofore beyond the reach of research, on what advertising does, to what extent it sells, and what kinds of advertisements sell best. The method must not be construed as a measurement of total long-term sales made by a single advertisement or series of advertisements beyond the time period within which the data are obtained.

2. Validity of the method is supported by data which are quite independent of the techniques of the Netapps method. Such data are the following:*

- a. Increase in purchases of a product by readers of a publication when that publication began to carry advertisements for the product — increase 12.3 per cent.
- b. Decrease in purchases of a product by readers of a publication when that publication stopped carrying advertisements for the product — decrease 11.0 per cent.
- c. More purchases of a product by readers of issues that carried advertisements for the product than by readers of issues of the same magazine that did not carry advertisements for the product — increase 11.2 per cent.
- d. Increase in purchases by ad readers as compared with non-readers in the case in which purchases by non-ad-readers and ad readers are matched to be the same before the advertisement appeared — increase 14.5 per cent.
- e. Increase in purchases by ad readers as compared with non readers in the case in which purchases by non ad readers are matched to be the same before and after the advertisement appeared — increase 14.3 per cent.

The significant point is that these increases or decreases or differences in purchases were in the same area of magnitude as the net ad-produced purchases as determined by the Netapps method — 13.9 per cent. Validity

of the method is further supported by the overall consistency of findings obtained by the method on a wide variety of problems. The findings fit together in a rational, commonsense pattern. These findings relate to such questions as the selling power of different types of copy and campaigns, amounts of advertising, size and frequency of advertising, cumulative effect, wearing out of copy themes and formats, and product-use levels in media markets. These measurements are in terms of the hard core units of sales effectiveness, namely, actual normal day-to-day buying actions.

- 3. Results indicate that advertising does produce a definite measurable share of purchases made by consumers.** They indicate that this share is in the neighborhood of 3 per cent of all consumer purchases (buying actions) of products generally advertised, and that within the specific limitations of the Netapps method current advertising produces about three dollars of sales per dollar of advertising cost. Furthermore our findings indicate that various amounts of ad perceptions are closely paralleled by corresponding amounts of net product purchases. That is, within the range of current amounts of advertising, net ad-produced purchases increase as amounts of advertising increase, with a moderate advantage in favor of the larger amounts of advertising.

Finally, measuring what advertising does should help clear the atmosphere of uncertainty as to the constructive contribution advertising is making to our economy. At the bottom of the depression in the early 1930's, business men scrutinized every penny spent for anything. They asked, Does anybody read our advertisements? The continuing Starch readership studies inaugurated at that time helped to provide the answer to this question. People did and do read advertisements.

Today the same scrutinizing business men ask, Do our ad readers buy our products? Studies of ad-produced buying actions are likewise clearing the air regarding advertising's selling power in the marketing process. Ad readers *do* buy the products as a result of ad stimulation.

In some respects the most significant outcome of this long-continued study, besides the basic one of the method here designed and tested for measuring the selling effect of advertising, is the finding that advertising does sell, that this amount under the present volume of advertising is about 3 per cent of total sales — sales which would not be made with equal efficiency except for the advertising, if made at all. No other method of selling at the present time sells a similar proportion to total sales so economically or more economically. If any other method did so, it would replace advertising to that extent. **Advertising has demonstrated its true essential part in the functioning of our economy, not replaceable to the same extent by any other promotional force with equal efficiency.**

* The detailed data on the validity of this method are not included in MEDIA/SCOPE's condensation of Dr. Starch's study, but may be obtained in a complete booklet produced by his firm. —The Editor.

"The method can be applied equally well to measuring advertising performance in any medium for which the four sets of data . . . can be obtained."

AN INDUSTRY-WIDE RESEARCH PROGRAM TO MEASURE ADVERTISING EFFECTIVENESS

The procedures outlined in this study can be used for measuring net ad-produced purchases resulting from advertising in any medium for which the following four sets of data can be obtained:

1. The number of perceivers (readers, viewers, listeners) of specific advertising messages within a specified period of time. Perceivers here refers to those persons who actually read, see, or hear the advertising message, not merely those who receive or read a given issue of a publication, or see or listen to a given program or broadcast.
2. The cost of reaching these perceivers. The number of ad message perceivers can then be related to the cost of the advertising space or time and expressed in terms of the number of perceivers per dollar of advertising cost.
3. The number of purchases made by perceivers and non-perceivers within a specified period of time.
4. The amount paid per purchase, not per unit but per transaction. Dollars of purchases can then be related to dollars of advertising cost.

To be adequate, such data should be obtained not spasmodically, even though on a large scale, but continuously from year to year, in connection with the media used by an advertiser for his product. In other words, data regarding advertisement perceptions and product purchases should be obtained and accumulated continuously from year to year substantially as was done in this present study. In an industry wide program such data should be obtained in connection with all important print and broadcast media. Advertisers would then be able to evaluate more closely what their advertising is doing, what it produces per dollar spent in different media, and what the brand use level is in different media markets. I believe it is fair to say, and our data confirm, (a) that the best advertising campaign for a product can be twice as effective as the weakest one for the same brand and (b) that the advertiser with a strong campaign is likely to get twice as much for his dollar as his competitor with a weak campaign.

Thus, a continuous industry-wide research program would provide (a) the number of perceivers of advertising messages per dollar of advertising cost; (b) the number of purchases by perceivers and non-perceivers; (c) the dollars of purchases per dollar of advertising cost, and (d) the proportion of ad message perceivers among present users (i.e., prospects for repeat purchases versus ad message perceivers among non users (i.e., prospects for new users).

APPLYING THE METHOD TO TELEVISION ADVERTISING

The Netapps method can be applied equally well to measuring advertising performance in any medium for which the four sets of data mentioned in the previous paragraphs, "An Industry-wide Program for Measuring the Effectiveness of Advertising," can be obtained. As an example, consider the following television data.

Given 100 program viewers of whom 30 viewed the television advertising and 70 did not. Given further that 28 per cent of the ad viewers bought the product and 19 per cent of the non-ad-viewers bought it. As in the case of printed advertisements, if 19 per cent of non-ad-viewers bought the product, it is reasonable to assume that 19 per cent of the ad viewers too would buy the product whether they viewed the advertisement or not. Applying then the Netapps formula, we have:

.28 buyers x 30 viewers	=	8.40	8.40
.19 buyers x 30 viewers	=	5.70	
.19 buyers x 70 non viewers	=		13.30
Net ad produced purchases		2.70	
Total purchases during the sample period			21.70
Per cent of net ad-produced purchases to total purchases			12.4

Thus we find that the net ad-produced purchases constituted 12.4 per cent of total purchases attributable to the television ad viewing during the sample time period. The cost of ad viewers and of net ad-produced purchases can both be obtained, and from these in turn net sales per dollar of advertising cost can be determined.

Mail-order Inserts Increase Sales Four Times

- ☐ *Trend to inserts now a major factor in book and record club media plans.*
- ☐ *Results, in spite of higher cost per ad, pay off in lower cost per order.*
- ☐ *Opportunity wide open for adaptation of mail-order insert technique to media strategy of general advertisers.*

By Stanley Rapp



Stanley Rapp is vice president and media director of David Altman Advertising, Inc., a mail-order advertising agency. Mr. Rapp, who was also active in mail-order work while at Friend Reiss Advertising, joined David Altman in 1958.

WITHIN THE LAST YEAR use of magazine inserts on which reply cards and other "reader-action" devices are printed has grown to major proportions among mail-order advertisers (companies dependent upon coupons in their ads either to make a sale or to obtain leads for follow-up by salesmen). The use of insert cards continues to grow; and by 1962 I would not be surprised to see as many as two out of three magazine ads run by the leading mail-order advertisers combined with some form of insert.

In addition, the general advertiser with retail distribution has begun to harness the selling power of inserts with built-in reply mechanisms causing a sharp increase in the number of cards dangling from America's magazines. Such publications as *Esquire*, *McCall's*, *Look*, and *Family Circle* report a heavy schedule of insert "spectaculars" for the remainder of 1961 and the first half of 1962.

Do Results Justify Effort?

How much is an insert card really worth? Do the results justify all the effort that goes into preparation, printing and

binding? What will reader action inserts be like in the future? For some of the answers, let us look at the experience of the mail-order advertisers who were the first to adopt the device on a large scale.

Inserts, of course, take many forms and can be used for a variety of purposes. However, use by coupon advertisers (book clubs, record clubs, vitamin plans, business machine distributors, subscription book companies) can be separated into three main categories:

1. The mail-order insert seen most often measures about 4½ x 6 inches, and carries a detachable business reply card. The main selling message is carried on an accompanying full-page or two-page advertisement with the offer repeated on the stub of the insert card. (See illustration of McGraw-Hill ad for the "Encyclopedia of World Art.") Postal regulations require that more than half of the insert must remain in the publication after the business reply portion has been detached for mailing. The insert must be printed on card stock of a thickness not less than .0085 or more than .0095 of an inch, if you wish to avoid paying an extra

Mail-order Inserts . . .

postal charge for the reply cards returned to you.

Until recently many magazines discouraged use of advertisements of this kind by requiring a two-page spread with the card; but now all magazines accept insert cards with single-page advertisements. Be sure to check each individual magazine's mechanical requirements. Some require a horizontal card, some a vertical format. A few will accept an insert on 60-lb stock. Most require 80-lb. or heavier.

2. Another form of insert, usually printed on card stock, runs as a two-page or a four-page unit with no additional space in the magazine required. The outstanding and most frequent use of this unit has been in *TV Guide*, one of the more enterprising publications in the insert billings race.

An example of such an insert for "Great Books of the Western World" is illustrated here. Bound into the center fold of the magazine and printed on a heavyweight stock, it is virtually impossible for anyone reading the issue to miss this advertising message. A detachable business reply card is part of the insert unit.

3. The third form of insert used by mail-order advertisers takes a different direction. It has no built-in reply card mechanism. It gains its effectiveness by inviting the reader to do something with the insert in order to earn the benefit offered in the ad. An example of this "reader-participation" insert is the sheet of gummed value-stamps which first appeared nationally in a Double-day Dollar Book Club ad in the October, 1960 issue of *Redbook*. The reader selects the books desired, then detaches the corresponding stamps and affixes them to the coupon. During 1962 you will see further development by mail-order advertisers of value stamps and related ideas.

Most Popular Insert

The most favored insert remains the 4½ x 6 inch card with one half reserved for a prepaid business reply form. It is the least



MOST COMMON MAIL-ORDER INSERT measures 4½ x 6 inches and carries a detachable business reply card. The main selling message is carried on an accompanying full-page or two-page advertisement with offer repeated on stub of insert card. McGraw-Hill's "Encyclopaedia of World Art" was advertised in this way in *Saturday Review*.



GREAT BOOKS OF THE WESTERN WORLD is a four-page advertisement in *TV-Guide*, of which the last page is shown here. Printed on heavy stock, it was virtually impossible for anyone to miss the advertising. A detachable business reply card was part of the insert unit.

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expensive and generally brings the best results per dollar invested. A number of mail-order advertisers have found that these cards increase the number of coupons pulled by three to six times over what might be expected from a page ad with an ordinary coupon. Inasmuch as the use of an insert card only doubles or triples the cost of the insertion, it has often cut the cost per reply by one-half to one-third of normal. Although this favorable return is narrowing as insert cards are being used by more advertisers, the device is still highly productive.

Novelty has been only one factor in its favor. There are also several hard, utilitarian reasons why the insert business reply card works so well.

Most important is the ease with which it gets the order. For one thing it can be detached in an instant. The postage is already on it. All that is needed is the name and address of the person responding. No scissors required to cut out the coupon. No envelope to locate, address, and then mail. No stamps to find.

Another big advantage of the insert card is that it forces the page open to the position it holds in the publication. What has been created is a new fourth-cover position—an additional choice spot with high visibility for the mail-order advertiser. Until the advent of insert cards, the full-page mail order advertiser considered it a must to place his ad on the second, third, or fourth right-hand page or on a cover. Now an insert card as far back as page 21 may be acceptable. By opening new mail-order positions, the insert card has provided magazines with greater flexibility in bidding for the mail-order advertising dollar.

Magazine Rates Changing

Because of a variety of new production problems, magazine rates for insert cards are still in a state of flux. Prices for insert cards are not included on published rate cards. They are furnished on request in answer to your specific

requirements. In effect there is a second hidden rate card for the insert advertiser.

When first introduced, the pricing of insert cards was entirely chaotic. No two publications offered the same rate structure. Within the last six months rates for this kind of advertising have shown a tendency to level off with directly competitive magazines following similar pricing patterns. But — as the comparison below indicates — wide differences are still very much in evidence. The prices are based on rates quoted July 1, 1961 for a full-page black-and-white advertisement with a 4½ x 6 inch insert card, printed both sides in two colors.

Rates are given both for cards supplied by the magazine and for the estimated cost of the cards if supplied by the advertiser. Most publications allow you to handle printing of the insert either way. (Note: It may be less expensive to print the cards for your client and supply them to the magazine. Check your production department.)

Between these two magazines the increment for adding an insert card to a black-and-white page varies from less than twice the cost to almost two and a half times. Some publications still charge as much as four times the

regular black-and-white page rate for the addition of an insert card. This rate spread reflects the size of circulation, varying production capacities, and the high or low cost per thousand previously established for a page ad.

Most Frequent Users

The most frequent users of insert cards in the past have been the major mail-order advertisers: Doubleday's Dollar Book Club, the Columbia Record Club, the Book-of-the-Month Club, the Encyclopaedia Britannica. But with the appearance of an insert card for Royal Typewriters in a regional edition of *Life's* November 28, 1960 issue, a new phase in their usefulness began.

The Royal Typewriter card carried an imprinted serial number — a different number on each card. Readers were told to detach the card and take it to the nearest dealer to find out if they had a winning number. The prize for the lucky winners would be a Royal typewriter. This promotion was so successful in stimulating reader action, it was quickly followed by a flock of other "lucky number" card inserts. One of the most expensive appeared for Longines-Wittnauer in the May 1961 issue of *Reader's Digest*.

Good Housekeeping

black-and-white page	\$18,500
insert space and binding	12,425
printing of card by publication	15,030
TOTAL	\$45,955

black-and-white page	\$18,500
insert space and binding	12,425
pre-printing of card by advertiser	8,315
TOTAL	\$39,240
Saving by pre-printing:	\$ 6,715

Total cost as per cent of black-and-white page: 243 per cent.

McCall's

black-and-white page	\$31,490
insert space and binding	16,480
printing of card by publication	9,750
TOTAL	\$57,720

black-and-white page	\$31,490
insert space and binding	16,480
pre-printing of cards	11,479
TOTAL	\$59,449

Saving by not pre-printing: \$ 1,729

Total cost as per cent of black-and-white page: 183 per cent.

*"People," a practical
man about Madison
Avenue once remarked,
"watch TV programs,
not organizations."*

We have no basic quarrel with the quotation, but before it gets into Bartlett we'd like to make a point or two:

Corinthian, an organization of stations in several markets, believes that its group set-up provides impetus for the kind of local programming that ties communities to stations. Indeed, people watch programs. Well-advised sponsors watch ownership.

Responsibility in Broadcasting

THE CORINTHIAN

Media/scope, September 1966



Mail-order Inserts . . .

(Continued from page 81)



LUCKY NUMBER INSERT CARD is becoming popular device. Readers detach insert card and take it to nearest dealer to find out if they have winning number. This three-page advertisement for Longines, plus card insert, appeared in *Reader's Digest*.

gest in combination with a third cover and flap insertion (see illustration).

Glidden Paint rocked the industry with a dramatic insert in the April 1961 issue of *Ladies' Home Journal*. A double-page spread neatly framed a bound-in 48-color insert card for their popular Spred Satin line of paints. Dealers reported customers coming to them with the color card and insisting on a particular Spred Satin paint color. Today it is not only possible for paint companies, cosmetic houses, and others to bring their color cards into the home by means of magazine inserts, they can go a step further and demonstrate the product itself in the same way. One enterprising insert card specialist, Hydro-Color Process Company, Kennett Square, Pa., can actually print "samples" of nail polish, hair coloring, fabric dyes, water colors, etc. on insert cards. *TV Guide* has already carried inserts bearing a package of Sanka Coffee, a Curad bandage and a pad containing Drene Shampoo.

Slow Progress outside Mail-order

With the wide range of possibilities available today for reader-action advertising, the big surprise has been the slow pace with which the non-mail-order advertiser has applied this new tool. If just part of the energy poured into juggling costs per thousand in the advertiser's space budget went into the development of inserts designed to produce *lowest possible cost per result*, both the advertiser and the agency would benefit enormously.

The mail-order advertiser who lives or dies year in and year out on the basis of *cost per result* has blazed a new path for all advertisers. With the development of insert cards, it is possible to bring a selling message in a magazine closer to completing the actual sale than ever before. Here is an exciting new challenge for the creative media buyer. It only remains to be seen who will answer the challenge most effectively. ■

- ⑧ **KOTV**
TULSA
- ⑨ **KHOU-TV**
HOUSTON
- ⑩ **KXTV**
SACRAMENTO
- ⑪ **WANE-TV**
FORT WAYNE
- ⑫ **WISH-TV**
INDIANAPOLIS
- WANE-AM**
FORT WAYNE
- WISH-AM**
INDIANAPOLIS

Presented by H-R

OPERATIONS

Station-break Practices Of 72 Network Affiliates

THE LAWRENCE C. Gumbinner Agency now has the answers back from its survey of station-break practices among 72 network affiliates. Not one reported plans to cut announcement prices, despite expected dilution of commercial effectiveness in the longer breaks. The few stations willing to air 40-second spots plan to charge twice the 20-second rate.

Other results of the Gumbinner survey:

- All promised not to triple spot.
- All stations except one replied that 30-second announcements won't pre-empt 20's.
- But six stations plan to pre-empt 10's for 20's.
- Among CBS affiliates, combinations of 60- and 10-second announcements will be used five to one over 40- and 30-second combinations in 70-second breaks.

• Thirty-two stations will fill 30-second breaks with two 20-second commercials, or a 20 and a 10, plus a 10-second weather, time, or news headline, public service announcement, or station promotion.

• Twenty stations will fill with a 30- and a 10-second commercial.

Among those protesting longer station breaks were 78 per cent of agency and client executives surveyed by Nowland and Company in May. Chief reason for opposition, expressed by nearly half of those opposed, was "too many commercials as it is; triple spotting is already a problem."

Some 18 per cent of those opposed cited dilution of commercial impact, and 19 per cent feared loss of audience during longer breaks.

However, notes Nowland, those opposed feel that there is little they can do about it.

Results of another survey indicate that few are doing anything with it. Of 225 advertisers reporting fall buying plans to the Bolling Company, only 10 plan to use 30- and 40-second commercials. Reasons for lack of interest among the 140 accounts reporting "no definite plans" to use longer announcements were fear of triple spotting and lack of information on station rate policies.

Many of the companies and their agencies released information ranging from start and finish dates of their fall campaigns to number of markets and announcement lengths they'll use and planned spot expenditures. Some discussed new product plans.

Of those reporting, 108 plan to raise expenditures over 1960, and 91 will maintain last year's investments. Seventeen expect to cut back.

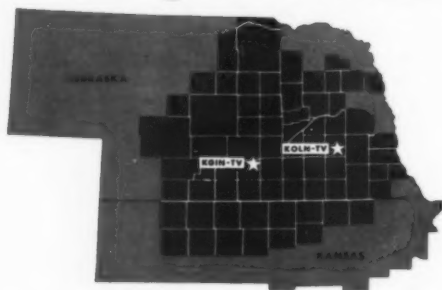
Ninety-three plan to use spot in more markets than last year, while 102 will maintain their 1960 market list.

More advertisers than last year will use television only in major markets while increasing radio advertising in smaller markets. One reason is rises in the big markets "where accounts feel they must have TV exposure." This has meant siphoning money from small markets where radio will now carry the ball. Many accounts planning these tactics feel that the "relative ease of clearing radio time, as opposed to television, enables them to enter time periods that can pin-point audiences."



You're only half-covered in Nebraska if you don't use **KOLN-TV**

NOW- KGIN-TV joins KOLN-TV



...and look at what it does to **LINCOLN LAND!**

VITAL STATISTICS OF THE NEW LINCOLN-LAND

(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income \$1,519,268,000	
Urban Population	371,000
Rural Population	517,200
TV Homes	237,900
Retail Sales	\$1,124,130,000

The new Lincoln-Land — Nebraska's other big market—is bigger and better than ever before! Satellite KGIN-TV now adds its coverage to that of KOLN-TV, greatly expanding your sales opportunities in Nebraska.

The map shows the new Lincoln-Land ... and the figures at left give you an idea of what it has to offer.

For full details on the most sales-provoking TV-coverage news in Nebraska, talk with your Avery-Knodel man.



The Folger Nations

WZZO-TV — GRAND RAPIDS-KALAMAZOO
WZZO RADIO — KALAMAZOO-BATTLE CREEK
WJRI RADIO — GRAND RAPIDS
WJRI-FM — GRAND RAPIDS-KALAMAZOO
WZZO-TV — LANSING-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA
KGIN-TV — GRAND ISLAND, NEBRASKA

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representative

What Makes a Good MEDIA PLANNER?

By James J. McCaffrey

Some agencies may regard the media department as a necessary evil, but not Ogilvy, Benson & Mather. These are the qualities it looks for when hiring media planners.



James J. McCaffrey is senior vice president at Ogilvy, Benson & Mather, Inc. Born in New York in 1922, he studied at Andover and Princeton. Starting his career at Young & Rubicam, he became a space buyer for major accounts before leaving to head the media department at OB&M. In his present post he is a supervisor of accounts and active in the agency's management. His discussion here is part of an address before the Workshop of the ANA in June in Rye, N. Y.

UNFORTUNATELY, some agencies regard the media department as a necessary evil—a department run for and by clerks, whose mission in life is to perform a clerical function. This situation exists, even though some of these same agencies pay lip service to the *theory* of a really strong, able, *thinking* media group.

This is cockeyed, because the business of buying media intelligently today is no longer a matter of rote and simple arithmetic analysis. We know more about media values now than ever before. We know more about the audiences various media reach. And we are *beginning* to understand the complex inter-relationships of media attention at the consumer level.

No account executive, nor account supervisor, nor other agency management executive, can possibly know so much as one needs to know these days to make *consistently good* finite media decisions, day in and day out, and still manage to keep other elements of his job under control. Something has to suffer, either the man's health, sanity, or family life, or the return for your dollar that you have a right to expect. Or all of these.

So the wise advertiser looks for trained, competent, professional media people in his agency. He

(Continued on page 86)

What Makes a Good Media Planner?

(Continued from page 85)

looks for a media department which not only is capable of analyzing complex statistical evidence and research, but which is equally capable of interpreting it and using it to the client's advantage.

Success in advertising, in absolute terms and in relation to one's competition, is the sum total of many little edges and advantages. Be sure you have working for you people with the instincts to discover these little advantages and the wisdom to combine them in to a totally superior program.

Adequate Manpower

The problem of adequate manpower in the agency business today is a subject on which thousands of words have been spoken and written. It's a serious one indeed. There is no room for mediocrity at our end. Keeping first-rate prospects interested in media planning and buying as a career is a major educational task, and I think that most advertising agencies have failed in it. It's a job in which the advertiser can help, but in which the primary impetus must be delivered by agency management itself. It can only come about by the rejuvenation of management's attitude toward the fundamental importance of the media function in stimulating the profit and growth of the clients whom we serve.

Perhaps it may interest you to know what *one* agency—Ogilvy, Benson & Mather—looks for when we hire media planners. We don't always find people who measure up to these qualifications—but we keep looking.

A Media Planner's Qualifications

The really able media strategist and planner has a good grasp of

all phases of the marketing and advertising picture. He ought to know the difference between a good ad and a poor one, a strong commercial and a weak one. He ought to recognize and understand fully the importance of a creative platform and its execution in the advertisements themselves. And he need not be a writer to do so.

WHAT MAKES A GOOD MEDIA PLANNER?

1. A good grasp of all phases of marketing and advertising.

2. Ability to tell the difference between a good advertisement and a poor one.

3. Familiarity with research techniques.

4. Good salesmanship in written and oral presentation.

5. Pride in his work, especially in accuracy.

6. Courage,—willingness to follow a hunch and to defend a position.

7. Willingness to face sheer, hard work.

8. An exploring mind, a curiosity about why and how things happen.

A good media planner ought to recognize when picture, headline, and copy work together to make a sale, and when they do not. He ought to be able to distinguish between good and bad story-boards. A flaw in the visualization of what is *thought* to be a great television idea may be more in the concept itself than in the execution. If so, a complete departure in media strategy may be the order of the day.

A good media planner ought to be familiar with research tech-

niques, not only those referring to his own immediate area, but those applying to sales and copy as well.

He should have a knowledge of show business, and the feel for what attracts people to television programs and the pages of various magazines. *He must have taste and imagination.*

And he must have a broad understanding and a deep appreciation of an advertiser's problems and his organization. After all, media planning is really solving problems, and if the problems are not understood, the answers can't help but be off-target.

The media planner of years ago was basically a specialist. Now he must be a broad thinker. *Wide knowledge is a requirement.*

It helps for the planner to be a good salesman. This refers to the spoken, as well as to the written word. I've known a number of able, intelligent people in this end of our business, whose careers have not gone so far as they might, because they don't really understand how to express themselves. By the same token, the media planner who can both write and present work orally with clearness and conviction is a valuable man, indeed.

Need for Accuracy

The good media planner takes pride in his work. The catch word here is *accuracy*, and the painstaking care usually needed to achieve this. One of the great tragedies affecting an otherwise top-flight media operation, is the silly error—the mechanical mistake which can throw budgets miles out of whack.

In addition, nothing is quite so embarrassing—and ultimately damaging to the total reputation of the advertising agency—as a stream of such silly errors. This is true to an even

(Continued on page 86)



"Send me a man who reads!"

Just because you don't worry about becoming a bookworm, International Paper's new research shows that top high school scholars are unlikely to be leaders.

We interviewed 100 high school seniors who had just been awarded national academic scholarships. In one month, 6 out of 10 read at least one book. The total number of books read by these boys was 400.

Then we interviewed 100 seniors who had been accepted by various colleges but had not been awarded any type of academic scholarship. In one month, only 6 out of 10 read at least one book. Total number of books read: 175. The conclusion is self-evident.

More than twice as many.

And they are almost twice as likely to be leaders. Of 100 scholarship winners, 67 were officers of at least one social or athletic organization. Only 30 of the non-winners had a similar honor.

The message is plain. Reading is often a steppingstone to leadership. Lincoln once said that his best friend was the man who brought him a book—one that "I can't read."

Teen-agers are their own best friends. Half the books borrowed from the New York Public Library are borrowed by teen-agers. They spend money for books, too. The classics are now available in paperback form and account for a healthy share of the one million paperback books sold every day of the year.

How fast do you read?

The average reading speed is 200 words per minute. Some people can read 100 words per minute.

To find out how fast you read, simply take a book and read for five minutes. Count the number of words you read. Divide by five. You'll know your reading speed.

It's a mind-wander. Count the words to eliminate the habit of mind-wandering.

Free literature. Education Department, New York City, 120 East 42nd Street, New York 17, N.Y. for free literature.



INTERNATIONAL PAPER

Books • papers for home and office use • wrapping materials • folding cartons • milk containers • medical supply • lumber, plywood and other building materials

International Paper finds the man who reads is the man who buys

Does it pay to advertise in the world's *most widely read* magazine when businessmen are your main target?

"Advertising in Reader's Digest has given us national attention," says Lamar M. Fearing, president of International Paper. "People who read more achieve more, and we reach the top decision makers in the Digest—people who buy paper and those who influence them."

85% of International Paper's sales force reported favorable comments from customers soon after the company started its "Send Me a Man Who Reads" campaign in the Digest. 96% of the company's salesmen said that the campaign helped them in their daily sales efforts. And over 850,000 reprints have been requested by people in all walks of life.

"We never expected such great advertising results," says Mr. Fearing.

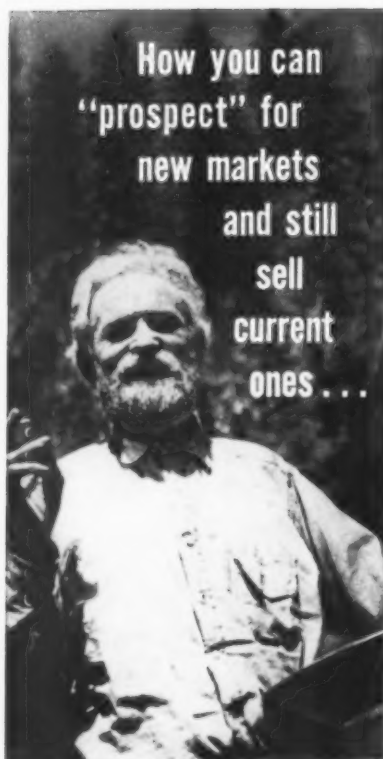
One reason the Digest works so well is that it reaches 45% of U.S. college graduates . . . nearly 40% of America's upper-income third. And the average ad page is seen 60 million times—twice as often as in other leading magazines.* For about the same cost, the Digest can . . .

double your chances-to-sell!

*Source: Alfred Politz Media Studies

People have faith in

**Reader's
Digest**



... it's as easy and productive as panning in Fort Knox! Put your product story before the readers of **INDUSTRIAL EQUIPMENT NEWS**. There are nearly 80,000 of them... important, multi-functional executives from all phases of U.S. industry... from more than 40,000 plants representing more than 4/5ths of the gross national product!

With circulation like this — an exclusive circulation built on Thomas Register's continuing census of U.S. business and businessmen — you reach *all* U.S. markets for your products, *including* the ones you now sell and hope to sell in the future.

You owe it to yourself to get all the facts on this exciting, resultful medium — and you can: just ask for our latest Media Data File.



good for selling
... because it's
used for
buying!

BPA

NBP

INDUSTRIAL EQUIPMENT NEWS

461 Eighth Avenue, New York 1, N. Y.

Thomas Publishing Company
Affiliated with Thomas Register

What Makes a Good Media Planner?

(Continued from page 86)

greater degree than the case of the occasional magnificent bloomer, of which we've all been guilty. It signifies shoddy thinking, which the client is perfectly justified in believing reflects the attitude of the agency as a whole toward his company.

Checking and rechecking work, while it seems dreadful drudgery at the time, often pays off a hundred-fold. It may slow job delivery down slightly, but if it's successful in avoiding mechanical errors which necessitate redoing work, it's easily justified.

But I believe that the imposition of a series of checks on the accuracy of work is only *part* of the game. At best, it's defensive. I believe that the media planner, by his own example of pride in his work, and by demonstrating an insatiable desire for accuracy, can instill this feeling in his people all the way down the line. And, ultimately, this is the answer.

A Planner Is Courageous

A good media planner is courageous. He takes a flyer once in a while, trusting his experience, judgment and instinct, even while knowing that the figures indicate otherwise. I'd call this "conditioned hunch." It may involve breaking some rules, but the planner is perfectly aware that the rules exist and is performing the act consciously. He is not acting in ignorance.

In the same general area of courage, the media planner, once he has taken a position, should defend it as vigorously as possible. Nothing is worse than the vacillator—the man who says, in effect, "Yes, this is my considered judgment, based on a thorough study of the situation, but I'll back off if you argue with me strenuously enough."

Hard Work Essential

The good media planner is not afraid of sheer hard work. Most

people who have reached the executive level in the media end of things have arrived there partly as a result of devotion to this principle. Media work requires much more than the usual nine-to-five job. It needs more time, if it is to get the thought and care it deserves.

The man who is afraid of long hours and hard work should avoid a career in media planning like the plague. It's no place for him. Many times it's impossible to perform the planning function during office hours. The distractions are too great. Incessant meetings and the telephone don't help matters. And the nature of the media business is that external contact is essential. As a result, work goes home to be done during the quiet hours, or late trains become the order of the day.

An Exploring Mind

Last, but by no means least, the good media planner ought to possess an exploring mind—a curiosity about why things happen and how they happen, a dissatisfaction with incomplete answers.

These things can and will pay off for you—and for us. Start with good people, and the problem is more than half solved. A piece of advice to advertisers: get to *know* the media people at your agency. Listen to what they have to say, what they have to contribute. They *should* be helping you to save money, because they're trained to be experts at this. If they're not, you aren't getting what you pay for.

One last word on this. I believe it was Porfirio Rubirosa, or perhaps the late Errol Flynn, who said, "Don't knock dames." It applies here. Some of the most careful, painstaking, conscientious, accurate, and imaginative media people with whom I have ever worked were of the female gender. Give them a chance, and you'll see what I mean.

Many persons are involved in media decisions, and the audience doesn't sit still — how media can aim more accurately at this difficult target.



6 Points To Consider In Advertising Media Promotion

By Theodore D. Mandelstam

TO DEFINE some terms: *Advertising media promotion* means, in this discussion at least, the promotional efforts of a radio or television station, newspaper, magazine (consumer or trade), or a group of these media. *Promotional effort* means the use of advertising media to encourage the eventual sale of time or space in the advertiser's medium. Promotional effort might also mean audience-building or circulation-building effort; however, that meaning is outside the scope of these comments.

Practically all media have something to offer an advertiser. Yet, without infinite funds in a budget, compromises must be made; only those media most likely to accomplish desired ends can be chosen. Obviously, media can't be selected until objectives are selected.

The fundamental idea in advertising media promotion, I believe, is to create a favorable atmosphere for the advertiser's medium.

Other objectives are secondary. Some secondary objectives might be:

Theodore D. Mandelstam is copy chief of Henry J. Kaufman & Associates, advertising and public relations, Washington. His agency specializes in media promotion, 22 per cent of its gross income in 1960 being derived from this source. Mr. Mandelstam has written most of the promotion for his agency's media clients.

POINTS TO REMEMBER WHEN PLANNING MEDIA PROMOTION

Be sure to remember—

- ☐ You're talking to experts.
- ☐ Don't expect your advertisements to be torn out of a publication and filed for future reference.
- ☐ Don't forget you're talking to human beings.
- ☐ Promote for the long haul.
- ☐ Everything you do should contribute to an overall image of vitality and stature.
- ☐ Be provocative.

To gain the attention of time- or space-buying, marketing, and general executives, so they will be receptive to individual market promotion and the sales efforts of the medium's staff or representatives.

To gain favorable reader reaction through professional caliber of advertisements.

To provide support for advertisers and agencies currently using the advertiser's medium, confirming their good judgment in selecting that medium in the first place.

To impress members of a group, network executives, legislative groups, and other special categories.

To promote a market.

The Target Audience

Determination of the audience to be reached is an obvious step to be taken before media are selected. The apparent audience for a station or a publication seems to be buyers of time or space. Yet, in a given situation, it may be desirable to place sales executives ahead of time buyers. For example, such a situation might exist with a dominant television station in an obscure market. Its job is to get the market on the schedule; once that is accomplished, a time-buyer would have less reason for choice; the dominant station might be chosen auto-

(Continued on page 90)



For ACTIVE Hunters!

Covering 450,000 outdoorsmen, interested in hunting & shooting — big game, varmints, wild fowl.

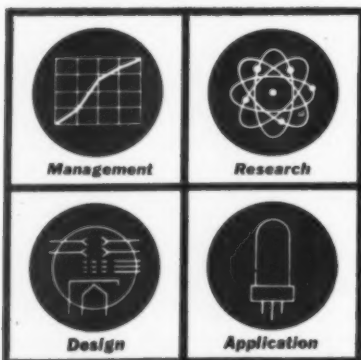
Write for sample copy.

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 8 D.C.



IN CANADA

CEE* helps you sell electronics engineers in



Canada bought \$92.1 million worth of U.S.-made electronics equipment in 1960—will buy even more in '61. Best way to sell buyers in this market is through CEE*, which serves electronics engineers in all phases of the industry—in management, research, design and application.

**CANADIAN*
ELECTRONICS
ENGINEERING**

481 University Avenue, Toronto 2, Ontario
A Maclean-Hunter Publication

6 Points To Consider

(Continued from page 89)

matically. Media selection, therefore, is a function of *objective* and *target audience*.

There are few objective guideposts in media research. Each publication in most any field can prove (to its own satisfaction, at least) that it reaches every person any media advertiser could want to reach. Most have favorable surveys based upon opinion or subjective judgment of respondents. "Promotional research typically conducted by media is limited to favorable aspects of sponsoring media . . . claims for media coverage (maps) are generally too broad . . . some broadcast rating services are inaccurate, sample size inadequate."



quote. . . ." Those statements have been made by time and space buyers. They might well be kept in mind when preparing advertising designed to influence such critics.

In spite of the limitations of some media research there are logical bases which can serve as a departure point for media selection.

The audience doesn't sit still.

Targets move vertically within agencies and horizontally from one agency to another. They move from agency to advertiser and from advertiser to agency. Today's time or space buyer is yesterday's media researcher; today's mail clerk is tomorrow's assistant-account executive. Therefore, in any long-range planning, it seems wise to use not only vertical publications that concentrate on the broadcast business, or the

newspaper business, or the magazine business, but also horizontal books or well.

Many persons involved in media decisions.

Radio and TV stations are selected by time buyers and account executives and media directors and clients. Newspapers are selected by space buyers and account executives and media supervisors and distributors and salesmen. Choice of markets is often dictated or strongly influenced by sales managers, brand managers and company presidents. The conclusion seems inescapable: There's more

to time and space buying than time and space buyers.

Consumer advertising analogy.

Trade magazine advertising fits into an advertising medium's advertising the way brand advertising fits consumer buying patterns. An advertising buyer shops in the supermarket of stations or publications. For a number of reasons, often beyond the control of the advertiser medium, the buyer goes to a specific geographic area in the supermarket. He sees a specific station or publication labeled "X"; he has seen the label advertised and the advertising has registered favorably. He may look at the package and examine the ingredients if he's looking for something specific. He may find the ingredient he needs he may not. In either case, the "X" label has helped to get the package

the magazine into his hands. Trade magazine advertising (or direct mail) has done all it should be expected to do if the prospect is induced to examine the package.

Here are some points that might be kept in mind in planning advertising media promotion:

☐ **You're talking to experts.** Don't talk down or labor the obvious. The audience is blasé and sophisticated; it knows good advertising; it knows what ratings mean and how statistics can be distorted. Its members have access to sources of data, and could probably teach you a few tricks in interpreting opinion masquerading as fact.

☐ **Don't expect your advertisements to be torn out of a publication and filed for future reference.** The average time or space buyer probably doesn't care about the statistical details that crop up so frequently in media advertising. Why should he unless he is—at that moment—currently concerned with a specific advertiser's problems in a specific market? And if, by some remarkable coincidence, statistical details about that specific market come to his attention as he is reading a trade magazine, their accuracy would be suspect. Rating services are subscribed to by most important agencies; readership analyses are available to space buyers. A station advertisement bragging about the number of quarter-hour firsts in non-network hours on the third Tuesday of last May has little application to the problem at hand.

☐ **Don't forget you're talking to human beings.** Picture Mr. Sales Executive or Mrs. Media Buyer or Miss Time Buyer hurriedly scanning any of the trade publications that come out with such regularity. If the publication is read at work, a thousand distractions compete for attention; if at home the pace may be more leisurely, but a new set of family and recreational distractions takes the place of those of the office. Most persons in the advertising business are exposed to an astonishing number of publications, most of which

(Continued on page 92)

I N F L U E N C E A T T R A C T S E L L

©1961 Starch Report



**1,300,000 ELKS . . .
a select \$16 billion market!***

Elks are the community's civic and business leaders . . . among the nation's top earners with a high \$8,709 median income.* They're influential, affluent, men of action—united in the fraternal bonds of philanthropy and fellowship.

THE ELKS MAGAZINE is their personal publication — informs, entertains, moves them — with an editorial package tied to these unique interests. It is the *only* publication specifically designed to attract—influence—sell this select male market . . . without waste or marginal fringe circulation. If you're hunting for business—place your shots where they count. Get tough with your advertising investment by aiming sales messages at the dynamic Elks market. Use THE ELKS MAGAZINE . . . the one medium that communicates with Elks!

Send for "The Elks Market — '61" today and get the full story.

why isn't your story in . . .



THE Arkansas Gazette *

- * LEADS IN TOTAL CIRCULATION
- * LEADS IN TOTAL ADVERTISING LINAGE
(Exclusive Media Records Subscriber In Little Rock)
- * WE ARE THE LEADING PAPER BY FAR
IN TOTAL CIRCULATION AND TOTAL ADVERTISING

there's news in little rock . . .



Oldest Newspaper
West Of The
Mississippi River

Arkansas Gazette

Established 1819

Represented
Nationally By
The John Budd Co.

M/M

in the
Conservative
Protestant
Church
Market . . .

**MEANS MORE TO
ADVERTISERS . . .**

because it

**MEANS
MORE
to its
READERS**



If you want to sell the big conservative Protestant church market, put your advertising in **MOODY MONTHLY**. M/M means more to this audience . . . gets better reception and response . . . because it is edited specifically for this group.

Here's ONE medium that does an effective selling job in TWO markets . . . gives you an entree into 100,000 homes—reaching key people who influence buying in more than 60,000 conservative Protestant churches.

Call or write today for file folder with media fact sheets on M/M's two markets.

LAWRENCE ZELTNER, Advertising Manager
MOODY MONTHLY
820 N. LaSalle Street, Chicago 10, Illinois

6 Points To Consider

(Continued from page 91)

carry advertising. If we expect to make an impression, in the midst of the sea of media promotion to which the audience is exposed, we ought to try to reward the reader with advertising that *serves or pleases*. A rapid reader trying to keep up with his busy world, trying to dig out an idea for his favorite, or problem, account, isn't going to stop and read an advertisement unless it intrigues him.

☐ **Promote for the long haul.** You shouldn't be trying to make a specific sale at the moment of exposure. You're trying to win friends and make lasting customers. Short-range competitive sales points (statistical advantages, or advertisements that show an exposed babe with the headline "Coverage where it counts" or straw-man comparisons "If you



add up all the counties our paper signal strays into, our market is larger than Ashtabula") have little place in such an approach.

☐ **Everything you do should contribute to an overall image of vitality and stature.** This extends to what you say and the way you say it to the size of space and the way it is used, to the illustrations, type faces, quality of art and typography. Use space should reflect the impact and consistency urged upon its own advertisers by the medium itself.

☐ **Be provocative.** Neutral advertising, carefully restrained so as to offend no one, is generally neutered advertising. It gets watered down to the point where it is foolproof instead of 100 proof. Don't go out of your way to annoy people; however, don't surrender your right to express a point of view.

NEW OUTDOOR TEST

Five major advertisers have "expressed serious interest" in a new technique for pre-testing outdoor advertising. Method, devised by Oxford Smith, Inc., N. Y., borrows a leaf from driver training techniques used by some high schools.

Respondents sit in the front seat of a stationary car, watch rear-screen projection of film shot from a moving car. Scenery and speeds vary, can be controlled to simulate any driving situation. Posters or outdoor point-of-purchase displays to be tested can be cut in at appropriate points.



Big

1st
in Illinois
in ROP
Retail
Color

**... AND STILL GROWING
FASTEST IN ILLINOIS!
REMARKABLE ROCKFORD**

Remarkable Rockford continues to push out and up. Expansion, like the \$6,200,000 addition pictured above, is typical. Another hospital is relocating in a new \$5,000,000 set up . . . more space to handle basic needs of the ever-growing population of Illinois' fastest growing city. And where there's building, there's business. Get your share. Reach these ready-to-buy people in the . . .

**ROCKFORD MORNING STAR &
Register-Republic**

NEED A TEST MARKET?
LEVITTOWN, PA.
THE LEVITTOWN TIMES
AND
BRISTOL DAILY COURIER
A PENN GROUP NEWSPAPER

Data, Incorporated

Responding to the complex informational needs of business, advertising and marketing, offers complete research and data processing services.

Through its Advertising Impact Measurement Service Division, which provides publishers with a unique and comprehensive means of documenting their effectiveness and assisting advertisers in creating more persuasive campaigns, learning why ads score as they do, testing copy themes:

ADVERTISING IMPACT MEASUREMENT SERVICE IS UNIQUE

Providing both quantitative and qualitative information

Focusing upon both editorial and advertising content

Three years in testing: Thoroughly validated

Based upon "In-Depth" personal interviews

Attractively priced—continuing survey

Packaged for potential participation by advertisers

ADVERTISING IMPACT MEASUREMENT SERVICE IS COMPREHENSIVE


Reader recognition scores for advertisements
(Quantitative)

Reader recognition scores for editorial content
(Quantitative)

Verbatim reaction toward advertisements
(Qualitative)

Verbatim reaction toward specific articles
(Qualitative)

for complete information, phone, visit or write...

 **Data, Incorporated**

*Responding to the Complex Informational Needs
of Business, Advertising and Marketing*

432 Park Avenue South
New York 16, New York
Telephone: MU 9-6250
A Subsidiary of SRDS, Inc.

FIRST SIX-MONTHS' 1961 MEDIA RATE CHANGES

Prepared by *Media/scope's* Research Department

BUSINESS PUBLICATIONS Rate Changes, January-June, 1961
(One-time, Black-and-White Page Rates—U. S. Business Publications)

Circulation Groups	Total	Changing Rates	Incr. Rates	Decr. Rates	Low %	High %	Median Changes
100,000 and over.....	42	18	18		3.6	100.0	13.9%
50,000 - 99,999.....	92	30	30		3.0	75.9	13.3%
25,000 - 49,999.....	226	67	64	3	-10.0	37.7	12.5%
15,000 - 24,999.....	241	63	61	2	-22.3	78.1	15.2%
10,000 - 14,999.....	275	67	66	1	-19.7	73.0	13.3%
5,000 - 9,999.....	309	99	93	4	-29.1	110.0	16.1%
2,500 - 4,999.....	321	47	47		4.9	66.7	14.8%
1,000 - 2,499.....	140	14	14		7.1	36.4	20.0%
999 and less.....	14						
Circulation not given..	216	24	22	2	-44.2	114.3	16.2%
TOTALS.....	2,076	429	417	12	-44.2	114.3	

(Source: SRDS Business Publication Rates and Data, 1961)

CONSUMER MAGAZINES Rate Changes, January-June, 1961
(One-time, Black-and-White Page Rates—U. S. Consumer Magazines)

Circulation Groups	Total	Changing Rates	Incr. Rates	Decr. Rates	Low %	High %	Median Changes
2,000,000 and over.....	20	16	16		4.3	28.3	11.9%
1,000,000 - 1,999,999.....	28	16	15	1	-14.3	31.5	9.0%
500,000 - 999,999.....	34	15	14	1	-24.2	25.0	8.2%
250,000 - 499,999.....	53	24	24		5.1	25.0	10.2%
125,000 - 249,999.....	63	23	23		4.0	160.0	15.3%
75,000 - 124,999.....	47	8	8		10.2	77.0	15.0%
50,000 - 74,999.....	35	10	9	1	-40.0	75.0	25.0%
25,000 - 49,999.....	55	11	10	1	-20.8	82.4	19.0%
10,000 - 24,999.....	38	8	7	1	-59.6	91.1	17.1%
9,999 and less.....	29	1	1			11.4	
Circulation not given..	67	8	8		2.9	83.3	12.4%
TOTALS.....	469	140	135	5	-59.6	160.0	

(Source: SRDS Consumer Magazine Rates and Data, 1961)

NEWSPAPER Rate Changes, January-June, 1961
(One-time Flat-Line Rate—U. S. Newspapers)

Circulation Groups	Total	Changing Rates	Incr. Rates	Decr. Rates	Low %	High %	Median Changes
400,000 and over.....	18	9	9		6.6	13.0	10.3%
200,000 - 399,999.....	52	28	28		1.6	23.8	8.7%
100,000 - 199,999.....	56	15	15		4.5	16.1	7.1%
50,000 - 99,999.....	115	35	34	1	-31.0	19.2	8.0%
25,000 - 49,999.....	190	63	63		3.9	16.7	10.0%
10,000 - 24,999.....	391	123	123		4.0	66.7	10.0%
5,000 - 9,999.....	400	64	64		6.3	66.7	12.5%
4,999 and less.....	388	46	45	1	-25.0	42.9	16.7%
TOTALS.....	1,610	383	381	2	-31.0	66.7	

(Source: SRDS Newspaper Rates and Data, 1961)

BUSINESS PUBLICATIONS: Almost 21 per cent of the business publications considered in this report changed black-and-white page rates during the first six months of 1961. This compares with 23 per cent changing rates during the first six months in 1960. During this period 20 per cent increased rates, compared to 22 per cent in this same period in 1960. For the first time in three years fewer business publications with circulation over 15,000 increased rates, than did so in the previous years. In the first six months of 1961, 29 per cent of these publications raised rates, compared with 34 per cent doing so in 1960.

CONSUMER MAGAZINES: The percentage of consumer magazines changing black-and-white page rates in the first six months of 1961 was approximately 30 per cent. In comparison, approximately 28 per cent of the consumer magazines changed rates during the first six months of 1960. Rate change activity among magazines with a circulation of over a million has increased somewhat from 1960. As compared to 63 per cent of these magazines changing rates during the first six months of 1960, 67 per cent changed rates during the first six months of 1961.

DAILY NEWSPAPERS: Slightly more than 23 per cent of the daily newspapers increased rates during the first six months of 1961. This compares with 19 per cent during the first six months of 1960. Almost 50 per cent of the daily newspapers with a circulation over 400,000 have increased their rates during the first six months of 1961. In contrast, only 14 per cent of the daily newspapers with a circulation of less than 10,000 have increased their rates during this period.

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RADIO STATIONS: Approximately 11 per cent of the radio stations announced changes in their most expensive minute rates during the first six months of 1961. Of those making rate changes, 55 per cent were increases, 45 per cent were decreases. A year ago 12 per cent of the radio stations had changed their rates. Slightly more than 5 per cent adjusted hourly rates during this period, compared with almost 6 per cent last year. As with minute rate changes, a larger portion have been increases than decreases. In proportion to the number of licensed stations, FM license holders continue to show the greatest number of rate changes.

TELEVISION STATIONS: Approximately one-third fewer television stations adjusted their most expensive minute rates during the first six months of 1961 than did so during the same time period in 1960. During the first six months of 1960 and 1961, 9 VHF stations reduced the costliest minute rate. UHF stations, typically, have kept their rates constant. During the first six months of 1961 five UHF stations have increased their rates. In comparison, four increased their rates in 1960, and twelve increased their rates in 1959. Among VHF stations 18 per cent raised costliest minute rates this year, while 26 per cent did so a year ago. During the first six months of 1961, 15 per cent of the stations increased hourly rates in comparison to 21 per cent for the same period in 1960.

RADIO STATIONS Rate Changes, January-June, 1961

Type of Stations	Total Stations	Stations Changing	Increasing	ONE MINUTE			Decreasing	Low %	High %	Median
				One-Minute Low %	One-Time High %	Median				
National	104	17	12	11.1	83.3	21.4%	5	-7.7	-50.0	-25.0%
Regional	727	101	63	3.3	125.0	18.2%	38	-0.8	-61.0	-25.0%
Local	2,514	252	124	2.0	254.8	25.0%	128	-0.6	-63.3	-22.6%
F. M.	201	20	16	1.6	87.5	33.3%	4	-16.7	-50.0	-37.5%
Outside U. S.	105	9	5	4.2	188.0	25.0%	4	-30.0	-64.3	-58.3%
TOTALS.....	3,651	399	220	1.6	254.8		179	-0.6	-64.3	

Type of Stations	Total Stations	Stations Changing	Increasing	ONE HOUR			Decreasing	Low %	High %	Median
				One-Hour Low %	One-Time High %	Median				
National	104	5	4	10.0	82.9	20.0%	1		-40.0	
Regional	727	31	19	1.1	100.0	25.0%	12	-2.8	-40.0	-23.1%
Local	2,514	129	57	3.1	200.0	30.4%	72	-1.8	-64.0	-24.2%
F. M.	201	17	12	6.3	116.7	25.0%	5	-22.2	-50.0	-28.6%
Outside U. S.	105	5	2	1.7	188.0		3	-20.0	-50.0	-25.0%
TOTALS.....	3,651	187	94	1.1	200.0		93	-1.8	-64.0	

(Source: SRDS Spot Radio Rates and Data, 1961)

TELEVISION STATIONS Rate Changes, January-June, 1961 (Most expensive one-minute one-time and one-hour one-time)

Geographic Regions	Total Stations	Increasing	V.H.F.			Increasing	One-Hour Low %	One-Time High %	Median
			One-Minute Low %	One-Time High %	Median				
New England	15	7	6.6	36.4	15.4%	5	7.7	40.0	19.2%
Middle Atlantic	32	4	10.0	37.1	33.3%	3	5.0	25.0	12.0%
East North Central	51	12	9.1	37.9	16.7%	12	4.5	30.0	10.0%
West North Central	66	8	2.3	50.0	41.7%	8	0.1	33.3	10.5%
South Atlantic	69	16	1.5	75.0	11.1%	14	3.0	42.9	8.3%
East South Central	31	7	5.0	28.0	18.9%	4	15.0	50.0	27.2%
West South Central	65	11	7.7	128.6	12.5%	8	7.7	71.4	14.3%
Mountain	47	6	10.4	34.4	25.0%	5	8.3	33.3	25.0%
Pacific	42	8	11.1	50.0	18.2%	5	10.0	25.0	11.1%
Outside U. S.	21								
TOTALS.....	441	79	1.5	128.6		64	0.1	71.4	

9 stations decreased minute rates, ranging from -11.1% to -30.0%.
2 stations decreased hourly rates, -11.8% and -30.0%.

Geographic Regions	Total Stations	Increasing	U.H.F.			Increasing	One-Hour Low %	One-Time High %	Median
			One-Minute Low %	One-Time High %	Median				
New England	8								
Middle Atlantic	10	2	5.3	18.5		2	8.0	11.1	
East North Central	29								
West North Central	1								
South Atlantic	7	1		50.0					
East South Central	7	2	17.1	28.6		1	28.6		
West South Central	2								
Mountain	6								
Pacific	6								
Outside U. S.	—								
TOTALS.....	70	5	5.3	50.0		3	8.0	28.6	

5 stations decreased minute rates, ranging from -14.3% to -44.5%.
4 stations decreased hourly rates, ranging from -0.3% to -50.0%.

(Source: SRDS Spot Television Rates and Data, 1961)

Confessions of a Media Statistic

By Leslie S. Hauger

SHE WAS TRIM, neat, attractive and intelligent. I enjoyed talking to her; or I should say, listening to her questions and trying to answer them to the best of my ability. She was an interviewer for some media research company. I was about to become a statistic!

For many years I have looked at readership surveys, circulation figures, and combinations of the two. They have always been impressive as well as confusing.

Now, here I sit, facing an interviewer, about to contribute to one of these studies in my humble way. Naturally I am self-conscious. I keep wondering if I will be honest in my answers. Something tells me to answer all questions so the publication will look good. But then I realize I can frame my answers to mess up the entire report. I almost blush as she starts the questions.

"Did you see this page?" she asks softly.

"Hm-mm," I mumble. "That's the index page, isn't it? Well, I can't remember. I usually start at the back of the magazine."

She rolls her big brown eyes and smiles, "Oh, so you're one of those."

Then she turns to a full page ad in four colors. "Do you remember seeing this ad?" she asks.

Now I'm puzzled. I did remember seeing the ad, but it didn't look familiar on the page. I couldn't remember seeing the article on the opposite page. Should I say, "yes" and make the magazine look good? Or should I say, "no" because I honestly believe I saw the ad in a

competing magazine? She didn't ask if I saw the ad in *THIS* magazine. She just asked, "Do you remember seeing this ad?"

So I said, "(guess)"

I was perfectly honest when she asked if I had read the ad. I said, "No."

She turned to another page on which was a large photograph with a few cut lines under it. "Did you see this picture?" she wanted to know.

Frankly I remembered the photograph as it had been published in newspapers and several other magazines. I gave up trying to think, and said, "Yes, I've seen the picture."

My next project was to identify a feature article. To be honest I had to admit to myself I certainly did not remember the story. But the title indicated the piece was very important to anyone in advertising.

I said, "Hm-mm," again while I made up my mind what to say. I hated to admit to this charming lady that I neglected my homework by failing to read the story. At last I told the truth. "I cannot tell a lie," I said, "I don't have the faintest recollection of seeing the article."

Then she said, "Hm-mm."

This sort of thing continued for some time. I finally saw the date of publication. At once I remembered leaving town the day the magazine was delivered. I was gone for a week and had never read this issue at all! Here was a magazine I nearly always read from cover to cover. Now I was letting it down because I had missed one issue in 52!

I almost asked to start the interview over again. What if all my "no" answers loused up the survey so much the advertisers wouldn't have anything more to do with it? Would the

editor get fired because the survey showed no one was reading the stories? Perhaps the publisher would become so discouraged he would discontinue the magazine.

Near the end of the interview came two questions which really threw me. She asked, "How many hours a week do you read Blank Magazine?"

I almost said, "How the hell should I know," but I didn't think that would look very well on this nice girl's report. I did tell her that I didn't keep time records on my reading, and let it go at that.

Then came the question de resistance. "Which of these four magazines helps you most in your work?"

Heavens to Betsy! Why didn't she ask which do I love the most my son or my daughter?

I defy anyone to answer that question with complete honesty. Naturally I have my favorite magazines. But just because I like to read them doesn't make them always help me in my work.

If you think I'm making fun of readership studies, you are right. Maybe *Reader's Digest* had readership studies before it accepted advertising. If it did I never heard of them. But, when notice went out that the American edition of the magazine would accept advertising you know what happened. Advertisers stood in line for a place in the book. Why? Not because of a readership survey. It was bought by advertisers because people by the millions kept buying it month after month and year after year.

So I'm a fuddy-duddy and old fashioned. But the advertising world won't have to put up with me much longer. When my director of research sees this in print he'll kill me!

Leslie S. Hauger is executive vice president of Watts, Payne-Advertising, Inc., Tulsa, Oklahoma.



IN LOS ANGELES, TAKE THE **abc** TRAIN

A city of bustling people. That's Los Angeles. And "busy" is a synonym for KABC-TV. With a rush and a roar, ABC's Flagship in the West has more than kept abreast of America's fast-moving second market. Good sense in service to the community, and good taste in programming has made the difference...a difference that moves merchandise...fast!

GO FIRST CLASS ON...

7 KABC-TV

Owned and Operated by American Broadcasting-Paramount Theatres, Inc.

Represented by ABC-TV National Station Sales, Inc.



Media / headlines

BROADCAST

Columbia Broadcasting System will build a new headquarters building in New York between 52nd and 53rd Streets on the East side of Avenue of the Americas (Sixth Ave.), based on designs now being pushed forward by Eero Saarinen, designer of the modern TWA terminal at Idlewild International Airport. CBS (housed at 485 Madison since 1929) now owns the property where new skyscraper will go up.

RKO General, Inc., broadcast subsidiary of General Tire & Rubber Co., will replace four national representative firms serving its broadcast units with a national sales organization of its own on October 1. Donald J. Quinn, director of national sales, will head the unit, which will have offices in New York, Chicago, Los Angeles, and San Francisco.

Station Representatives Association, Inc., has added a Detroit Chapter which it hopes will serve to concentrate organized cooperative effort for spot radio and television sales in the Detroit market.

Time-Life Broadcast, Inc., has become a minority stockholder in the Lebanese Television Company, Beirut, and will become active in station management, programming, production, and sales of the only TV facility in Lebanon. The move, says Andrew Heiskell, chairman of the board, Time, Inc., is "a reflection of the company's

policy to participate in operations outside the U. S." The agreement was negotiated by Sig Mickelson, vice president of Time-Life Broadcast.

WBNY, Buffalo, has been purchased by The McLendon Corp., Dallas, for \$650,000, subject to FCC approval. McLendon who currently owns WYSL (AM and FM) Buffalo will sell WYSL-AM in order to meet FCC duopoly rules. Same organization owns six other radio stations in South and on West Coast.

WDTM, Detroit FM broadcaster has started stereo broadcasting. The stereo signal will be received by regular FM sets with normal reception, and receivers equipped with the new stereo unscrambling devices will be able to feed separate audio signals to two speakers. However, few Detroit listeners are yet equipped with stereo receivers, only recently put on the market in that city.

BUSINESS PUBLICATIONS

The American Association of Advertising Agencies, New York, has made available at no cost new recommended standard Second Colors for Business Publications in a booklet that illustrates the colors in five degrees of shading. This follows a recent review of standards set in 1951 by AAAA, in cooperation with Associated Business Publications and National

Business Publications that resulted in no change in second colors recommended.

Building Maintenance and Modernization is new name of *Better Building Maintenance*, Trade Press Publishing Co., Milwaukee.

Business Management is new name of *Management Methods*, The Management Publishing Group, Greenwich, Conn.

Business Publications Audit has recommended to its members that "selected market" publications be admitted to BPA membership in order to extend its audits to publications that are "not necessarily in the business or industrial field." BPA plans to establish a separate Selected Market Audit Division which will furnish format identical in wording and format to present BPA forms for business publications, but on a different colored stock.

Discount Store News is new publication to be issued every other Monday by Lebhar-Friedman Publications, Inc., New York, the publishers of *Chain Store Age*, starting January 1, 1962. It will be a bi-weekly newspaper for discount stores and their suppliers.

International Management, McGraw-Hill publication of world business information, will have three language editions (English, Spanish, and Portuguese), starting in January 1962. Advertisers will be able to buy one or any combination of editions.

Nato Journal is new international business publication of Remsen-Whitney Publishing Corp., Manhasset, N. Y. It will have controlled circulation to 15,000 busi-

NEW SALES LEVERAGE FOR YOUR PRODUCTS

PERSUASION

Generated by the fact that your ad message Today's Health is SEEN...SEEN OFTEN...BELIEVED

Research reveals—compared to other general magazines—Today's Health is more consistently and repeatedly read. (65.4% of subscribers read all 12 issues. Each issue read an average of 3 times.) And it's believed! (66.5% place more belief in T. H. Only 1.8% regard other magazines more believable.)

What's more, products gain unique stature. (They indicate higher regard for a product when seen in T. H. than when seen in other magazines.)

Put this exclusive force behind your product—reaching on 815,000 paid subscribers, plus a bonus circulation of 1.5 million verified reception room readers.

** Unequaled ability to move people*

Monte Brown
535 North Dearborn Street, Chicago 10, Ill.
WHitehall 4-1500

Charles Lauer
475 Fifth Avenue, New York 17, N.Y.
ORegon 9-9383

Whaley-Simpson Co.
6608 Selma Avenue, Los Angeles 44
HOllivood 3-7157

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area men and armed forces officers in 15 countries (75 per cent of the circulation in Europe).

Traffic and Distribution Management will be added to list of publications of Wallace Publishing Co., Montreal, with first issue in March 1962. It will be distributed to more than 6,000 industrial traffic managers, industrial distribution managers, and warehouse managers. One-time black-and-white rate will be \$325.

MAGAZINES

Roby Talk, New York, will increase its national circulation guarantee from 550,000 to 600,000 in January 1962, and will at the same time raise one-time, black-and-white page rate to \$4,160.

Cookbook of the Month will appear in January 1962 as a new medium for advertisers of food, kitchen, and home products. A new book will be distributed through supermarkets each month by Pocket Books, Inc.—each book concerned with such cooking subjects as Meat, Poultry, Casserole, Time-Saving, etc. Advertising will be handled by The Benjamin Co., New York, representing Pocket Books; and assisting in development of the series as a medium for advertisers will be Thomas F. Buck, former advertising director of McCalls.

Glamour, a Condé Nast publication, will expand its change-of-copy split run facilities from a three-way split to a 14-regions' split with its November issue. The new Sales Territory Penetration plan will permit advertisers to change black plates

in advertisements so as to localize copy in any or all of the 14 regions.

Life will move to new circulation bases and rates for its international and overseas editions on January 1, 1962. *Life International* will move up to an average net paid base of 375,000 (up 10,000), black-and-white page \$4,590; and *Life en Espanol* will move up to 400,000 paid (up 20,000), black-and-white page \$3,950. Comparable increases for the regional editions of *Life en Espanol* will also go into effect.

Life's top advertising executive became James Dunn, advertising sales manager of the magazine, when Clay Buckout, who has been advertising director of *Life* and a Time, Inc., vice president, was promoted to a corporate position in which he will work directly with chairman of the board Andrew Heiskell, president James A. Linen, and senior vice president Howard Black.

Reader's Digest will add in 1962 a new "continuity" discount of 10 per cent to advertisers who use two or more run-of-book pages in each issue of the national edition for 12 consecutive months. It also will increase its average paid circulation guarantee to 13.3 million at a four-color page rate of \$47,500 before discounts. At the same time, it also offers a "half-circulation" buy of guaranteed circulation of 6,650,000 on a 50-50 circulation split in each state, four-color page rate \$28,500. It will add a Metropolitan Los Angeles edition, circulation 735,000, in the L. A. trading area, \$3,775 for a four-color page.

Ski Incorporating Ski Life will next

month become the name of two publications (*Ski Life* and *Ski Magazine*) being merged by Universal Publishing & Distributing Corp., New York, following its purchase of Ski Publications, Inc. Merged publication will have ABC-audited base circulation of 100,000.

The American Weekly has a new publisher, Edwin C. Kennedy, who has been with the publication since 1934.

Woman's Day, New York, will raise its circulation guarantee to 5.5 million with the January 1962 issue.

NEWSPAPERS

Florida Sales Plan, Inc., has been formed by the Miami *Herald*, St. Petersburg *Times*, Orlando *Sentinel-Star*. The new group will promote and sell general advertising on a regional basis for what it calls "Florida Golden Markets." Representative is Story, Brooks & Finley, Inc.

Preprint Corporation is the new name of the New York firm that was formerly known as Preprint & Publishing Service, engaged in servicing agencies and advertisers running Preprint Hi-Fi Color advertisements in newspapers.

The Chicago American has added a new Sunday rotogravure magazine called *Leisure*. At the same time it is dropping its TV Roundup and TV Pictorial, features of which will be incorporated in the new Sunday magazine, along with new TV and radio listings.

The Houston Chronicle will begin distribution of *Parade* starting January 7, 1962.



Today's Health

PUBLISHED BY THE American Medical Association

Whaley-Simpson Co.

Montgomery Bldg., San Francisco 11, Calif.

Utter 1-4583

Media/Scope, September 1961



Arbor Hills Country Club



Jackson Country Club

Jackson,
Michigan
recreation
facilities
are market
factors...



Cascades Clubhouse



Night scene of Cascade Falls

Homeowners, of which there are 29,147 in the Jackson area, and all families have attractive recreation facilities at Jackson, Michigan.

Places to go — wholesome recreation — are important market factors.

Families having fun immediately available are better customers for commodities, not only things to make their fun more enjoyable, but for automobiles, food and every necessity.

Reach these Jackson, Michigan area families with your sales messages in Jackson county's only daily and Sunday newspaper—*Jackson Citizen Patriot*—the newspaper purchased and read by 97% of the families in this prosperous retail trade area.



JACKSON CITIZEN PATRIOT

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St. San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0820

A Booth Michigan Newspaper



CONSUMER PACKAGING

emphasizes marketing and methods for package management

... IMPACT WHERE PACKAGING DECISIONS ARE MADE

CONSUMER PACKAGING deals with the subjects of importance to consumer packagers exclusively . . . with emphasis on articles that describe how every packaging function—design, structure, production . . . is aimed at the one significant focal point—SUCCESSFUL MARKETING.

CONSUMER PACKAGING serves today's decision-making segments of the package management team—packaging-minded marketing and purchasing executives plus marketing-minded packaging men. This group is directly involved in the following vital areas:

1. INITIATION of packaging changes
2. DIRECTION of package-development activities
3. APPROVAL of new-package proposals
4. SELECTION of packaging materials and suppliers.

Find out what can happen when your packaging products and services are displayed before this responsive CONSUMER PACKAGING audience.

CONSUMER PACKAGING

KBP HAYWOOD PUBLISHING COMPANY • Publishers of the complete packaging group:

CONSUMER PACKAGING • INDUSTRIAL PACKAGING • BOXBOARD CONTAINERS

CHICAGO: 6 No. Michigan Avenue—CE 6-3680

CLEVELAND: 7828 Euclid Avenue—PD 1-6383

NEW YORK: 388 Lexington Avenue—TN 7-2888

SAN FRANCISCO: 115 New Montgomery St.—SA 1-6313

Media/scope's Media Research Evaluation Check List

I. ASSUMING THE INFORMATION IN THE STUDY IS VALID, IS THE INFORMATION RELEVANT AND USEFUL?

- A. Are the purposes of the study clearly stated?
- B. Are these purposes relevant to the buying of space or time?
- C. Is the universe clearly defined?
- D. Is this universe relevant to the buyer's marketing problems?
- E. Are the questions covering published data fully described in the report?
- F. Do the questions try to elicit hitherto unreported information or attitudes that are useful for media and marketing decision-making?
- G. Are sampling tolerances and confidence levels reported?
- H. Is there a simple interpretation of the tolerances?
- I. Are these sampling tolerances precise enough for decision-making purposes?
- J. Are major findings of the study summarized?

WHAT IT IS SUPPOSED TO MEASURE?

- A. Is the means of collecting data (e.g., tele-

6. Do the questions avoid eliciting from the respondent things he could not reasonably know, remember, or pass judgment on?
7. Do the questions avoid suggesting, by context or sequence, certain answers (e.g., "What magazines do you regularly read?" implies that some magazines are read)?
8. Do the questions refrain from involving respondents' desire for prestige or to avoid embarrassment?
9. Are the respondents required to answer only for themselves?
10. Is the identity of the sponsor hidden from both the respondent and, whenever possible, the interviewer?
11. Is the purpose of the study withheld from the respondent?
12. Was the questionnaire pilot-tested before full field work began?

C. Is the field work of professional quality?

1. Are exact dates when the field work was conducted listed?
2. Was field work conducted at a time when the behavior to be reported was likely to be typical?
3. If the study measured several media, was the field work for all media conducted at the same time?
6. Were the interviewers restricted in the exercise of judgment, both in respect to selection of respondents and in question-

J. Are major findings of the study summarized?

WHAT IT IS SUPPOSED TO MEASURE

- A. Is the means of collecting data (e.g., telephone, panel, personal interview, mail, diary, mechanical; coincidental, recall, recognition) clearly identified in the report?
- B. Are the limitations, logical and technical assumptions, and theories of the study revealed?
- C. Is the sample design explained in the report?
- D. Can the methodology and design logically produce meaningful, relevant data, assuming that the execution of the study is accurate and reliable?
- E. Is the sponsor of the study clearly identified?
- F. Is the organization conducting the research identified?
- G. Does the study include adequate methods for validating interviews?

III. IS THE MEASUREMENT FREE OF BIAS?

A. Is the sample good?

- 1. If a quota sample was used, are there good reasons why it was used (e.g., measurement of a small professional group composed of a few well-defined job functions; where a panel must be used; where errors need not be defined precisely)?
- 2. If a quota sample was used, was a systematic procedure used to select each subgroup?
- 3. Are the quotas set in accordance with known facts about the universe to be measured?
- 4. If a probability sample was used, is it, in fact, a probability sample; i.e., does each

be typical?

3. If the study covered several media, was the field work for all media conducted at the same time?

- 6. Were the interviewers restricted in the exercise of judgment, both in respect to selection of respondents and in questioning?
 - 7. Was the field work spread over a sufficient number of interviewers so as to minimize differential interviewer effects or bias?
 - 8. If the study is a mail survey, is the letter of transmittal included in the report?
- #### D. Is the report honest and understandable?
- 1. Are conclusions and recommendations made supported by the data?
 - 2. Are sample bases for all breakdowns given?
 - 3. Are techniques used in weighting explained?
 - 4. Are "no answer" and "don't know" replies reported in the tables?
 - 5. Do source and date accompany all reference statistics?
 - 6. Is the study validated in some way (e.g., an ABC circulation check in print audience research)?
 - 7. Are complete tallies for all published questions uniformly reported?
 - 8. Is the promotion of the report consistent with published findings?
 - 9. If the study has been conducted in consultation with an independent industry group, is the group's character, and its exact responsibility in respect to the study made clear?

NOTE: There are many ways to do good research. This checklist does not pretend to establish ultimate criteria for media research. It merely presents the basics of good media research in the form of questions. A good study should produce "yes" answers to the vast

reasons why it was used (e.g., measurement of a small professional group composed of a few well-defined job functions; where a panel must be used; where errors need not be defined precisely)?

2. If a quota sample was used, was a systematic procedure used to select each subgroup?
3. Are the quotas set in accordance with known facts about the universe to be measured?
4. If a probability sample was used, is it, in fact, a probability sample; i.e., does each unit in the universe have an equal or known chance to be sampled?
5. Are the respondents truly representative of the sample?
6. Is the completion rate before substitutions reasonably high?
7. If substitutions were made, are they described?
8. Has the study been adjusted to account for non-respondents?
9. In panel samples, is the representativeness of the sample updated regularly from independent sources (e.g., new construction data, inter-Census estimates)?
10. Is it clear how substitutions are made for homes or individuals who drop out of the

9. If the study has been conducted in consultation with an independent industry group, is the group's character, and its exact responsibility in respect to the study made clear?

NOTE: There are many ways to do good research. This checklist does not pretend to establish ultimate criteria for media research. It merely presents the basics of good media research in the form of questions. A good study should produce "yes" answers to the vast majority of these questions. If, in your opinion, a sufficient number of "no" answers are produced, then it is appropriate to go back to the sponsor of the study and ask why.

MEDIA/SCOPE'S CHECKLISTS

Other checklists that have been published by MEDIA/SCOPE are:

Media Buyers' Checklist for Business Publications
Media Buyers' Checklist for Consumer Magazines
Media Buyers' Checklist for Direct Mail

of the sample updated regularly from independent sources (e.g., new construction data, inter-Census estimates)?

10. Is it clear how substitutions are made for homes or individuals who drop out of the panel?

B. Is the questionnaire good? *

1. Is the questionnaire short enough to produce complete responses?
2. Are the questions varied enough to keep the respondent interested?
3. In mail surveys, is the order of questions such that it does not bias the answers?
4. Does the questionnaire have adequate space to write full replies?
5. If the respondent was interviewed before on this subject, has allowance been made for conditioning?

* Not applicable to mechanical checks of set tuning in broadcast research, or to traffic exposure studies in outdoor and transit advertising.

Other checklists that have been published by

MEDIA/SCOPE are:

Media Buyers' Checklist for Business Publications
 Media Buyers' Checklist for Consumer Magazines
 Media Buyers' Checklist for Direct Mail
 Media Buyers' Checklist for Newspapers
 Media Buyers' Checklist for Outdoor Advertising
 Media Buyers' Checklist for Point-of-Purchase
 Media Buyers' Checklist for Spot Radio
 Media Buyers' Checklist for Spot Television
 Media Buyers' Checklist for Transit Advertising
 Checklist for Advertising Budgeters
 Checklist for Media Planners

WANT EXTRA COPIES?

Additional copies of any of the checklists are available at 30 cents each up to 50 copies, 51-90 copies at 20 cents each. Please send cash or check with order to Readers' Service Department, MEDIA/SCOPE, 420 Lexington Ave., New York 17, N. Y.

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Scope on People

OVERSEAS OUTDOOR: Billboards, it appears, are universal. Mr. and Mrs. R. B. Gimi of Calcutta, India, are visiting this country as representatives of the Selvel Syndicate, operators of over 2,000 painted bulletins in India. With them is Gino Raffaele (right), creative director for Pacific Outdoor Advertising, which is acting as host to Mr. and Mrs. Gimi.



BIG INSERTION: T. L. Williams Jr. (left), vice president of the Maybelline Co., and Carl M. Post, president of Post & Morr, Maybelline's agency, stand surrounded by the media that are carrying a single four-color Maybelline insertion. The buy, totaling more than \$1 million, includes all the 44 consumer magazines in the background, plus the four supplements carried in the five-foot stack of 329 newspapers between the two men.

LE VAPO-RUB VICK'S: A celebration at Mont Gabriel Lodge, Quebec, marked the signing of a contract for five shows over Canadian Broadcasting's French Radio Network by Vick Chemical, Inc. Participating are (seated, from left) Selden Carter, Morse International (Vick's agency); Romeo Tremblay, Commercial Division, CBC; Tom McAuley, Vick's Canadian sales manager; (back row, from left) Don Aberg, advertising manager; William Greenaway, merchandising sales promotion manager, both of Vick's.



SERVICE AWARD: Arthur Hull Hayes (center), president of CBS Radio, receives a U. S. Treasury Department award for outstanding service to the U. S. Savings Bond program from William E. Neal (left), national savings bond program director. Also participating in the luncheon presentation is Robert Matthews, senior vice president of American Express Company, and Advertising Council coordinator for the program.

BIG PRIZE: At the recent Television Advertising Representatives party at New York's spanking new Summit Hotel, Jim Hunter (center), time buyer at Dancer-Fitzgerald-Sample, was the lucky winner of a Paris trip for two. Actress Denise Darcel drew the winning number, while Bob Hoffman of TVAr looks on.





Time to Defrost!

Many media advertisers are taking a fresh look at the advertising publications these days. How long has it been since you reviewed all the magazines in the field to compare costs, coverage, waste circulation, editorial vitality and advertiser acceptance?

Madison Avenue is becoming a basic buy for more and more media advertisers . . . advertising revenue for the first half of 1961 was up a phenomenal 57%.

Take a warm look at Madison Avenue now. You'll get saturation coverage of the biggest advertising market at low cost. Equally important, your advertising will be read in the productive climate of the magazine edited to insure readership by New York admen . . . focusing on their attitudes, interests and problems. Madison Avenue goes home with the men you want to sell.

THE MAGAZINE OF NEW YORK ADVERTISING

madison avenue

575 MADISON AVENUE, N. Y. 22 • PLAZA 1-3446

madison avenue





SELL this \$4 BILLION MARKET through CANADIAN BUSINESS PUBLICATIONS

TO SELL IN CANADA (that big \$4 billion market) first make your advertising message register with Canadian business.

You can reach leaders in business, industry and the professions throughout Canada with Canadian business publications.

Reach—and influence, because Canadian business publications have proven effectiveness, derived naturally from the authentic Canadian information and leadership they provide.

Obviously, no publication based outside Canada can possibly provide information and leadership with such authority and relevance to Canadian requirements.

Another point: Canadian business publications reach more of the men who make Canadian decisions than the "overflow" circulation of non-Canadian business papers.

Audited circulations attest to this, and your own wisdom and experience can tell you where your message to influential Canadians will register.

Case histories? Publication names? For any information at all, write to:

BUSINESS NEWSPAPERS ASSOCIATION
OF CANADA,
100 UNIVERSITY AVENUE, TORONTO 1, CANADA

*The association of 136 Canadian business,
professional and technical publications.*

CANADIAN BUSINESS PUBLICATIONS

Business Press

Howard G. Sawyer

Invitations to a Trade Show

ONE OF THE TRIBULATIONS indigenous to the advertising agency business is the trade show.

It's not that the trade show itself is not considered a worthy enterprise or that monies going into trade shows have to be subtracted from monies which otherwise might go into commissionable space. No. The thing that bugs agency people about trade shows is having to mess up our ads with booth numbers.

The agency knocks itself out preparing a nice series of ads, each precisely cut and turned to fit a standard format, each utilizing every square inch of space to the satisfaction of both sales manager and art director. Then the directive comes in: "Make some room in the ad to get people to come to our booth at the Annual Peep Show."

The agency grudgingly obliges, the plate is corrected, the ad runs, and then—the first thing you know—the ad is repeated several months later, in October, say, inviting people to visit a booth at a trade show which occurred five months before. Somebody goofed.

The corrected-plate-to-invite-people-to-visit-a-booth is the worst thing that happens in this business.

It seems so logical to the sales department. After all, we've got an ad running *anyway* to exactly the people we want to have visit our booth, so why not just cut out part of the plate and insert a little notice saying we'd be happy to welcome you at Booth 108?

Well, the number of people who, upon reading this ad, will whip out date book and write down the booth number is miniscule — compared to the number who will probably see the ad five months after the show and will think how funny, or the number of people who will now miss the original purpose of the ad because the alteration has made it a less effective message.

There are two ways to handle an invitation to a trade show. Either make your trade show exhibit so outstanding that the visitors to the show coming upon it in their wanderings will be sure to step inside for their profit — without any prior urging. Or, if you feel advance notice is needed, run a special ad or mail an invitation devoted to *selling* the exhibit — promising the reader what he'll find, to his profit, when he does drop by.

Either an invitation to an exhibit is worth special handling — or it is worth none. Altering a plate just to save money means giving your ad an additional objective, and a single objective is certainly enough for any one ad to carry.

Problem. Any Solutions?

You're running an insert campaign. Prior to its start, you asked each of the publishers carrying the schedule to predict their circulations for a year ahead (so that you can print the year's supply of inserts all at once, at a considerable saving).

Then what happens? Sometimes during the year some publisher calls and says he has several thousand inserts left over and wants to know what he should do with them.

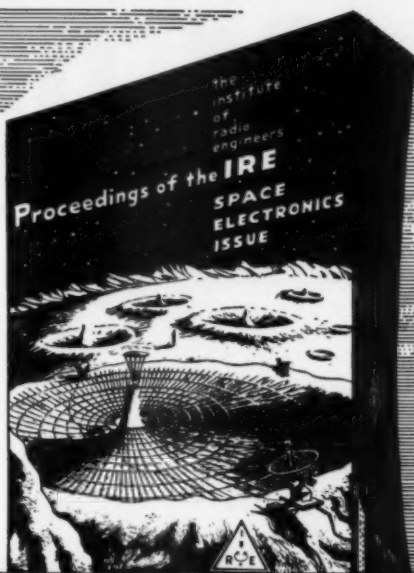
That problem is not so bad, because the leftover inserts will make some inexpensive mailing pieces. But —

Sometime during the year some publisher calls and says he is several thousand inserts shy for his newly increased circulation and wants you to ship him some more. You have no more, so you have to go back to the press again (expensive when you're running four colors) or decide to let some copies of the magazine go out without the ad.

Questions: Who should pay for the left-overs? Who should pay for the

(Continued on page 110)

IRE



DARES TO GIVE THE ELECTRONICS INDUSTRY A BREAK



Though *Proceedings of the IRE* has by far the biggest circulation of any technical electronics journal (71,961, ABC, as of Dec. 30, 1960) and by far the highest-quality of readership (67,030 readers are highly-qualified electronics engineers), it still offers you a low low page rate. *Proceedings* costs \$810 a page, at the 12-time rate, or \$11.26 per thousand readers.

QUALITY OF READERSHIP? Consider: only 10% of *Proceedings* readers have been in the industry 5 years or less; 44% have been in it for from 5 to 10 years; the largest group — 46% — have been in electronics from 10 to 20 years and more. As you can see, *Proceedings* offers only the electronics elite.



ACTION? You get that too. A Fosdick survey has established: 82% of *Proceedings* readers also read the ads. 82% of 71,961 is 59,007. The number of people who read the ads in *Proceedings* exceeds the total circulation of the next publication! 45% of these readers have been moved to buy to the tune of millions after reading the ads.

EDITORIAL PRESTIGE? Electronics history is made each month in the pages of *Proceedings*. Here you'll find the far-ahead articles of such technical excellence that they remain classics for years.

Proceedings is hence more than just an economical buy. *Proceedings* is the basic advertising buy. On its pages, through association, electronics firms proclaim to the world that they are *really engineering firms*, making equipment that can stand the scrutiny of the nation's finest electronics minds. Prestige, at economical advertising rates, gives the industry a break—IRE dares to do it.

For rate card, and details of our merchandising cooperation plan, write or call today:



Proceedings of the IRE
72 West 45th Street • New York 36 • MU 2-6606

WE CAN
COUNT TO

81,000

We could build a circulation that would reach into every one of the 81,000 plants in the metalworking field. But that big circulation would be a frightfully costly waste to you. Here's why...

Only 21% of 81,000 plants are worth your while.

That's right! And that 21% of the plants produces 92% of the business. These are the plants which employ over 50 men. That's why...

We believe in pinpointed penetration.

In order to keep you from wasting your advertising dollars, we pinpoint and deliver the buying authorities in the plants doing the big business... the Production and Engineering people who have the say in the purchase of equipment and materials.

Ask to see a complete analysis of MACHINERY's circulation by SIC category, title, and plant size. Find out for yourself why MACHINERY's circulation is useful circulation.

Machinery

ENGINEERING and PRODUCTION in METALWORKING

Published by THE INDUSTRIAL PRESS
93 WORTH STREET, NEW YORK 13, N.Y.

... but why
should we
waste
our time
and
your
money?



(Continued from page 108)

extra run? If the insert is missing from some copies, should the publisher reduce his space bill accordingly? Is there any solution to this problem of inserts?

Front-of-book

I've heard of a survey of business publishers which revealed that it's more often the time the plate arrives than the size of the advertiser that determines the position the ad gets.

I have the distinct impression that larger advertisers get favorable treatment in this respect — so many magazines seem to lead off with a bunch of ads by big companies. But — either those advertisers are paying for their front-of-book positions, or I'm wrong, or the survey is.

Subscription Solicitations List

This one would be funny if it weren't so pathetic; it would be touching if it weren't so alarming.

Years ago I was a roomer in a house owned by a little old lady. The other day I got a letter from the little old lady, who has grown much older since.

She said she is running out of money and had the desperate idea of trying to start up a mail-order business. She had written to one of the mail-order houses which advertises in the Sunday supplements, asking if she could start up a local mail-order business using their merchandise.

They wrote back, and she sent the letter to me, asking my advice. I replied, explaining that a good list is as vital as a good item, and that she couldn't expect to make a go of it unless she herself had a list of known "mail-order buffs."

The interesting (and alarming) part of the story is now coming up. In answering her inquiry, the mail-order company had misread or misspelled her name. After I had replied, trying to discourage her, she wrote again, inclosing this time a letter she had received from a magazine which prides itself (according to its own promotion) on its selectivity in subscription solicitation and the high quality of its business executive audience.

The letter from the magazine contained the same misspelling.



85.27* RENEWAL PERCENTAGE

* ABC Publisher's Statement
June 30, 1961, subject to audit.

More than 85 per cent of TRANSPORT TOPICS weekly readers renew their subscriptions year after year—highest renewal percentage of any national truck fleet publication.

The renewal figure is particularly significant since TRANSPORT TOPICS also has the highest subscription rate—\$10 per year. It shows that when people really want something they are willing to pay for it.

—But even more significant is the long record of high renewals enjoyed by TRANSPORT TOPICS—averaging more than 80 per cent for the past 12 years!

This is the finest tribute any publication can receive from its paid subscribers. To all of them—22,363—we express our appreciation. (Pass-along readership surveys show TRANSPORT TOPICS actually reaches an audience of 98,397 every week.)

We like to refer to our subscribers as "*quality circulation*." There are no high-pressure salesmen selling TRANSPORT TOPICS. Most all subscription orders—90 per cent—are mailed direct to TRANSPORT TOPICS.

For the latest market data on this quality circulation, see TRANSPORT TOPICS "*tell-all*" advertisement in Standard Rate and Data Service (Business Publications). Copy of publication airmailed on request.



Transport Topics

National Newspaper of the Motor Freight Carriers

PUBLISHED WEEKLY BY AMERICAN TRUCKING ASSOCIATIONS, INC.

1616 P Street, N. W.

DUpont 7-3201

Washington 6, D. C.

Now, a unique statistical guide that can save you hundreds of research hours

There's no longer any need to hunt through dozens of statistical abstracts for the basic marketing information you need. *Economic Areas of the United States* provides you with a complete national breakdown of population, employment, and income—never before available in one volume.

Most important, the material is arranged by practical economic areas, not by the unwieldy county system.

A Few of the Questions You'll Be Able to Answer With This Book

- ▶ What is the complete income range for any given U.S. area?
- ▶ How do its inhabitants earn their living?
- ▶ What is their national background? Their education?
- ▶ Which products are in their homes—and which are not?
- ▶ What do the neighborhood stores sell?

This information is available from no other single source.

Over 650 different areas are analyzed in this remarkable book—from regions as large as the Central Plains to pinpoints like the Lower Georgia Piedmont. And there is a complete group of Metropolitan Economic Areas as well.

ECONOMIC AREAS OF THE UNITED STATES



By Donald J. Bogue and Calvin L. Beale

1,400 double-column pages • tables • 750 photographs • dozens of helpful maps • \$19.95 (After Nov. 1st, \$27.50)

SEND TODAY, FREE TRIAL

THE FREE PRESS, 60 Fifth Ave., N. Y. 11
Gentlemen: Please send us a copy of *Economic Areas of the U.S.* for 2 weeks free use. If not absolutely satisfied, we may return the volume within 14 days and owe nothing. Otherwise, we will remit the special price of \$19.95 plus shipping costs. EJA

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Enclose check or money order for \$19.95 and publisher pays postage. Same refund applies.

Are We Slicing Them Too Thin?

By Lionel M. Kaufman



On and on goes that perennial operation of the publishing business: making little markets out of big ones, and starting new magazines to serve each compounded special interest.

I picked up a business publication today, and found myself looking at a panel of covers of newly-introduced magazines. Each publisher must have spent a long time looking for a field that "needs its own book." Among the results were: a magazine for home swimming pool owners . . . a magazine dedicated to the beauties of the country . . . a magazine for tape-recorder owners . . . a magazine for owners of private planes in Europe . . . and so on.

Special-interest Magazines

The special-interest magazine was originally brought into being to fill a definite need for both the reader and the advertiser. In a field with a respectable number of enthusiasts, whose interests created a respectable amount of buying power, it brought the reader his favorite subject in depth, instead of the occasional article he'd find in the horizontal publications. And for the advertiser with a vertical product or service of special appeal to this reader, it offered a hand-picked coverage, without the waste circulation of a horizontal book.

So far so good.

When you realize that the magazine publisher has to sell his product not to just an adman, but to a soft-goods adman, a detergent adman, an appliance adman, a red caviar adman, in short a devotee of specialization,—you can understand where this industry got the idea of selling its circulation pre-sliced.

But it may be time to stop for a few minutes and see where all this has led the publishers.

The magazine medium has been divided into 263 books made by the ABC.

The day when a woman was a woman, and the advertiser could track her down with a few big general magazines, is no more. Today we have special books for the woman who shops in the supers, the woman with children, the teen-ager, the bride, the career gal, the fashion-minded woman.

The general "family magazine" still with us, but so many other magazines have split up the family by sex, by age groups, by marital status, by hobbies, education level, reading tastes, siphoning off readers and advertisers, that the "general magazine" is fighting for its life.

Today, the reader says "There's so much to read, I just can't get around to them all."

Today, the national advertiser says "We've got to cut some out; we can't buy them all."

And today, the magazine medium which has created every conceivable shade, and level, of audience for the specialist-adman-customer, finds he's putting a major share of his dollars into the medium that throws 'em all in one big pot and comes up a "mass-market-buy." Everything from soap to steel has been type-TV.

As too often happens, I find at this point, having built up a master of a problem, not knowing what to do with it. There's nothing I can see for magazines to do, except make the advertiser realize that the number of apples they're growing is more important than the number of oranges in the next field.



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Action in Business



SITES FOR SALE:

Duke Power Company's advertisements in *Nation's Business* promote industrial advantages of "Piedmont Carolina"... 20,000 square miles in one of America's fastest-growing areas. Duke Power Company advertises to 750,000 business executives who read *Nation's Business*. Statistics reveal that largest percentage of new plants attracted by industrial development programs are medium-sized. Decision to move a plant, establish a branch, set up a warehouse comes from highest levels of management within a company... and 8 out of 10 of *Nation's Business* readers are administrative management men... highest concentration of influential executives of any business or news magazine. If you have industrial sites... or other business goods or service to sell to business management... take advantage of this profitable, responsive audience. Action in business results when you advertise in **Nation's Business** WASHINGTON

Nation's Business
A NATION'S BUSINESS PUBLICATION

WHO WOULD PAY
FOR
SHORTER HOURS



ADVERTISING HEADQUARTERS - 711 THIRD AVENUE, NEW YORK 17, N.Y.

Conversation piece



KABC (and its listeners) are kept aware by conversation. Word for word, KABC's conversation is newsworthy, stimulating, provocative.

KABC's microphone is your conversation piece in L.A. Have a word with your KABC rep. **RADIO 79** Represented by Katz Agency

WTRF-TV STORY BOARD



T. R. Elliot

MONROE AND BARDOT! If the medical profession can report Marilyn Monroe has acute gall bladder, we think the plumbing industry should report Brigitte Bardot as the world's best-designed towel rack!

wtrf-tv Wheeling

GOING HOLLYWOOD! This is the season when the flies go all out to make screen tests.

Wheeling wtrf-tv

MONKEY BUSINESS! A monkey was negotiating for a consignment of coconuts with another monkey known as a shrewd trader. They were far apart on price and the prospective buyer was pacing around in the treetops wondering if he should increase his offer. "Now look, Cyril," said his wife, finally. "You go down there and you stick to your original figure. If he haggles, tell him he's wasting his breath. Be firm, Cyril. Don't let him make a man out of you."

wtrf-tv Wheeling

OLD TIMER? Someone who can remember when you could promise a child the moon without having to buy him a space suit.

Wheeling wtrf-tv

BUDGET DIRECTORS underlined "Glum and Frugal Corps" in the WTRF-TV Series could also have been appropriately underlined "Excess Prophets," "Scrutiny on the Bounty," "Overhead Shrinkers" or "Price Slaughterhouse." (Hope you've written for your set of WTRF-TV's, our ad-world close-ups!)

wtrf-tv Wheeling

A **BONUS MERCHANDISING** plan is available to alert advertisers who have scheduled spot campaigns over WTRF-TV. Ask George P. Hollingbery for all the details on how you can get the Wheeling-Steuenville TV audience thru WTRF-TV.

CHANNEL SEVEN

NB

WHEELING, WEST VIRGINIA

VIEWS ON BROADCAST

Budget Time

By Isabel Ziegler



IN PLANNING media for the client's next fiscal year, some facts have to be fully established by those involved in the project in order to conceive a workable, meaningful, and comprehensive plan. One of the most important facts necessary in order to create any plan is the amount of money involved — the budget.

Frequently, the basis used in establishing a budget is not clear. Advertising budgets for an established product are usually derived from the sales accumulated in the previous fiscal period. A ratio of advertising to sales has usually long since been determined by the client, who must consider factors other than advertising in declaring such a ratio — profits, operating expenses, etc. Consequently, any advertising budget is subject to two variables — the ratio of advertising to sales, and sales. The ratio is not so fluid, but in some cases clients prefer to maintain this percentage confidential. Sales figures are also generally confidential. In addition, budgets for the coming fiscal year are established and circulated prior to the completion of the current fiscal year in order to initiate advertising planning. Consequently, this budget figure is estimated, and, as such, is subject to change once the year has been completed. Frequently adjustments are made well into the new year when final sales audits are obtained.

Sales Estimates

All these conditions, or any one of them, can lead to problems for both the client and the agency. Both the client and the agency tend to be overly optimistic in sales estimates producing higher budgets. When the real data are finally applied and bud-

gets are cut, dissatisfaction can be a by-product.

All are concerned when advertising has to be reduced to accommodate the adjusted budget. Happily, when the reverse occurs, and sales have increased beyond the anticipated estimates, everyone rejoices, and the problem of adding advertising dollars and their resulting increased impressions against customers and potential customers can well overcome the anguish of revising a plan.

However, in both cases, there is sometimes a tendency when revising upward or downward, to "adjust" the currently planned program. This can be unfortunate unless the adjustment is a very minor one. The budget is a fundamental, and if a major change in this fundamental occurs, an adjustment is not enough. An important ground rule has been changed, and in order to produce an advertising plan that is cohesive, thinking should emanate from this fact.

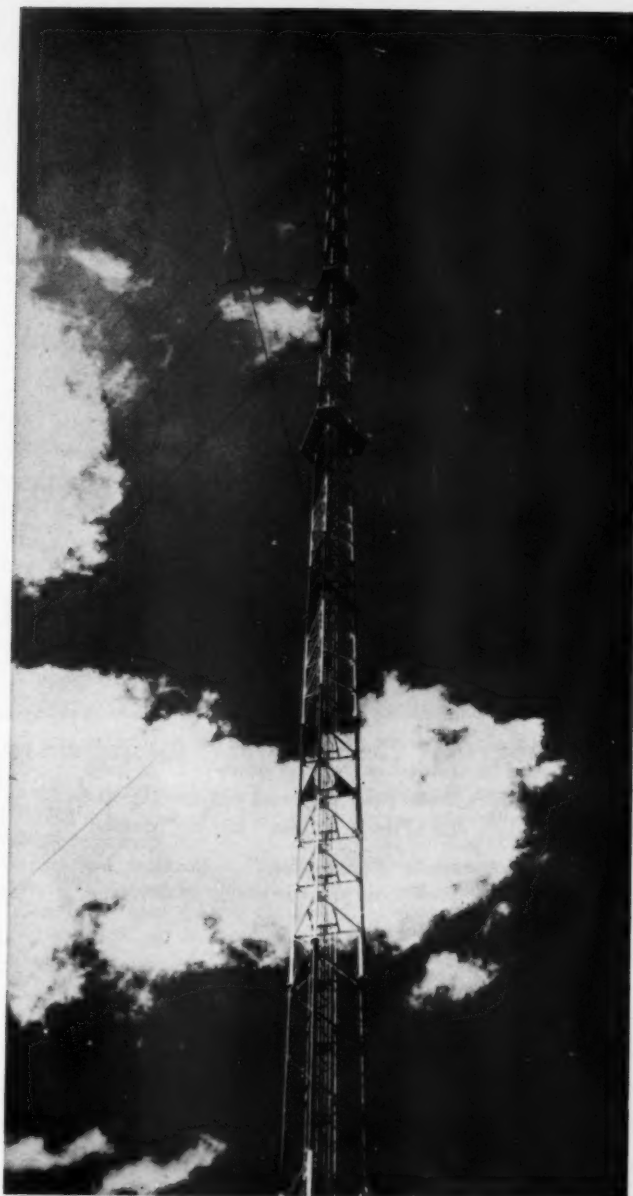
What Goes into Budget?

Confusion about budgets also can arise as to what is to be included in the budget. Clients are necessarily involved in projects not in the realm of the agency — as charitable contributions. In some cases clients have separate funds set aside to cover trade advertising and special promotions. It is also not unusual to work with a client who has through the years developed certain media buys which cannot be cancelled. It is important for both the advertiser and the agency to agree on what is involved elsewhere, so that these factors can be considered in the actual planning. Certainly, it is important for both to agree, so that everyone involved is working with the same dollar figure and the right one.

1580 FOOT GIANT!!!

**KTAL-TV, now on
the air with...**

- ★ The Tallest Tower in the South!
- ★ City grade service in Two Metro Markets!
- ★ Studios in Shreveport and Texarkana!
- ★ Widest coverage of the Ark-La-Tex!
- ★ Dominant NBC for 1¼ Million viewers!



GIANT . . . in Power - Coverage - Service!

KTAL-TV

Channel 6 — NBC for

SHREVEPORT

Texarkana and the Ark-La-Tex

Walter M. Windsor, General Manager

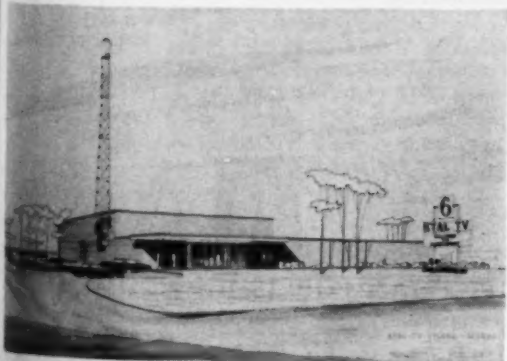
James S. Dugan, Sales Director

... for the full
"Kay-Tall" story, get
the facts from



BLAIR TELEVISION ASSOCIATES
National Representatives

The new KTAL-TV studios, largest and finest in the market, and Shreveport's only building designed especially for television.



the only chemical magazine edited for...

OPERATING MANAGEMENT

in the Chemical Process Industries

CHEMICAL PROCESSING is *vastly different* from all other chemical magazines for its editorial appeals directly to Operating Management of the CPI.* Logically its reader audience is vastly different.

Who is "Operating Management"?

CHEMICAL PROCESSING'S reader audience is made up of those who direct and control actual productive operations in chemical process plants . . . in contrast to the "technical specialists" in chemistry and chemical engineering.

Major chemical process plants report, in a current study, that of their men in "key positions" 17% hold chemistry degrees, 37% hold chemical engineering degrees, while 46% hold "other degrees" or "no" degree.

Obviously, "operating management" men must be, and are, selected from those demonstrating managerial

ability . . . whether college years brought them technical degrees or not.

The 46% of "key position" operating men *without chemical degrees* emphasizes the necessity of editing to this vital group in terms of management problems and opportunities. And today the 17% and the 37% of management men with degrees are no longer simply "chemical specialists" . . . they too are *operating management* in function, responsibility and in their thinking.

CHEMICAL PROCESSING alone specializes in serving these responsible decision-makers, whose executive approval is essential in all purchases of significance.

Hence **CHEMICAL PROCESSING** is basic, your first and major medium delivering the vital audience of men in the key buying positions of Operating Management. For what product or service can be bought without Operating Management's favorable decision!

*Chemical Process Industries



. . . edited by a Staff of Editors unexcelled in technical training, in CPI* on-the-job experience, plus many years of journalistic achievement.

The "other five" —

Of the other five major chemical magazines, three (3) serve professional and association interests of chemists and chemical engineers, whether they are employed in the CPI or in other, non-industrial pursuits; one (1) presents weekly news of professional and association interest; one (1) offers general news weekly, of finance, personnel changes, marketing, sales.



PUTMAN PUBLISHING COMPANY

Putman Publishing Building, 111 East Delaware Place, Chicago 11, Illinois

also publishers of
QUEST . . . for tomorrow • FOOD PROCESSING • FOOD BUSINESS
WHAT'S NEW IN PLANT-ENGINEERING EQUIPMENT

Advertising Cost Index

Reported by Media/scope's Research Department

Ad Rate Changes:

July 1960 to July 1961



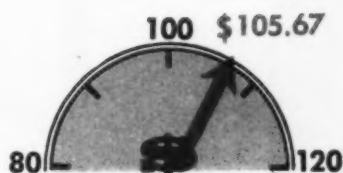
Business Publications

For each \$100 the advertiser had invested in business publications display advertising space in July 1960, he had to add an additional \$4.19 to duplicate the identical schedule in July 1961. During this same 12-months' period circulation rose 2 per cent and cost-per-thousand rose 2 per cent.



Consumer Magazines

In order to repeat an advertising schedule of July 1960 in a group of typical consumer magazines in July 1961, the advertiser had to invest \$109.19 for every \$100 spent the year earlier. Circulation rose 4.5 per cent and cost-per-thousand increased 4.5 per cent over the July 1960 levels.



Daily Newspapers

Daily newspapers' national advertising display rates were 5.67 per cent higher in July 1961 than in July 1960. Newspaper circulation, which has remained fairly steady during the past decade, rose 2 per cent between July 1960 and July 1961, while cost-per-million went up 4 per cent.



Spot Radio

The advertiser using a typical schedule in spot radio had to increase his allocation for time charges \$0.71 in July 1961 for every \$100 spent a year earlier. This compares with an increase of 5 per cent between July 1959 and July 1960.



Spot Television

In order to repeat the spot television campaign of July 1960 the advertiser in July 1961 had to add \$6.72 to every \$100 he spent on the identical schedule in the previous July. This compares with an increase of 10 per cent between July 1959 and July 1960.

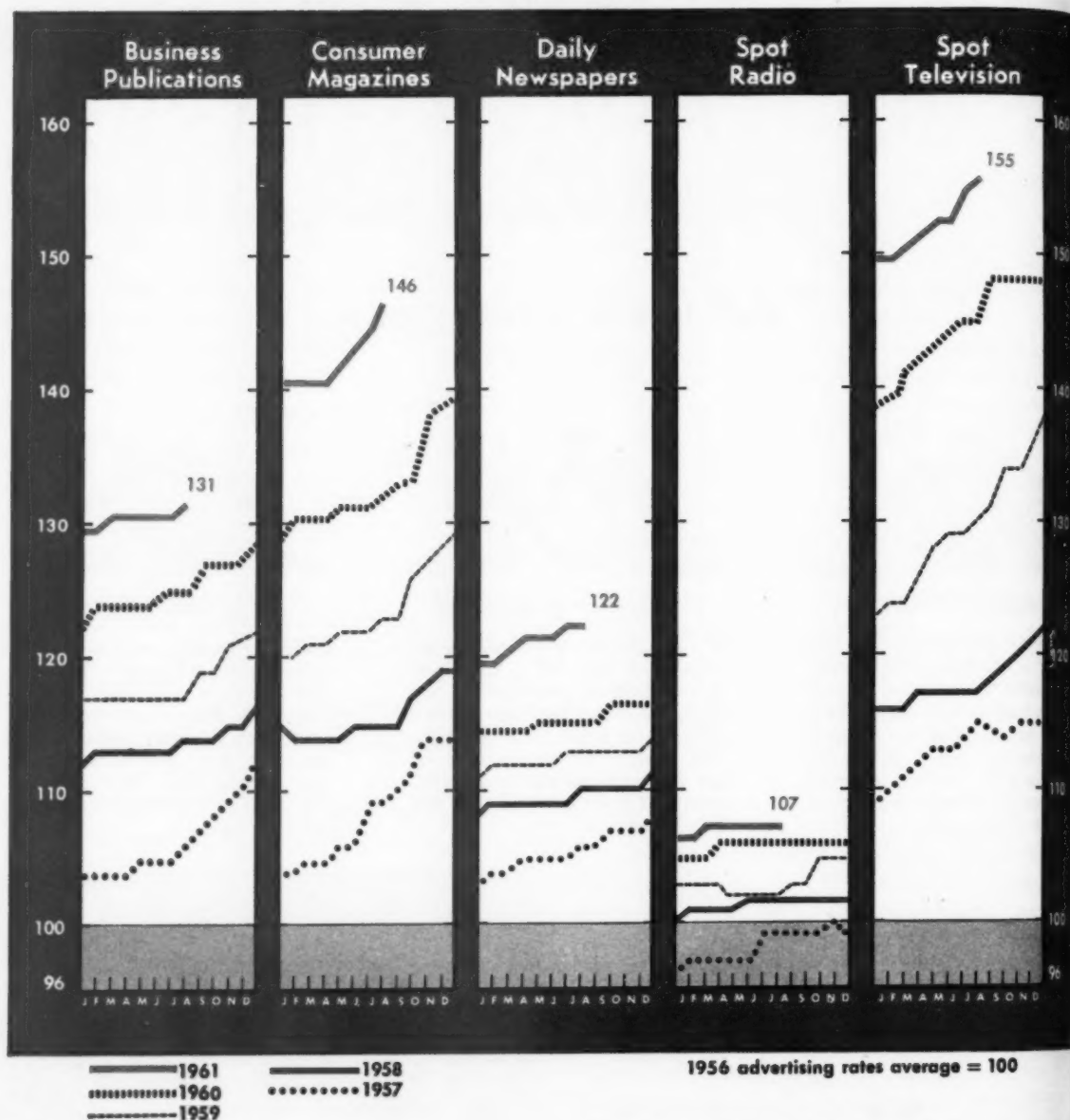
Note: in all meters \$100=unit cost for July 1960

Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

AD RATE INDEXES

Long-term Trends



Business Publications

Since the 1956 base period through July 1961, business publications as a group have held the general increase in cost-per-thousand circulation to less than 13 per cent. Basic black-and-white page rates rose 31 per cent during these past five years, and total circulation increased 17 per cent.

Consumer Magazines

Consumer magazine basic black-and-white page rates have risen 46 per cent since the 1956 base year. Total circulation has also experienced a substantial increase—19 per cent. Together, the increase in page cost and in circulation have resulted in a 22 per cent rise in cost-per-thousand.

Daily Newspapers

Daily newspaper national display rates rose less than have advertising rates of other print media between the

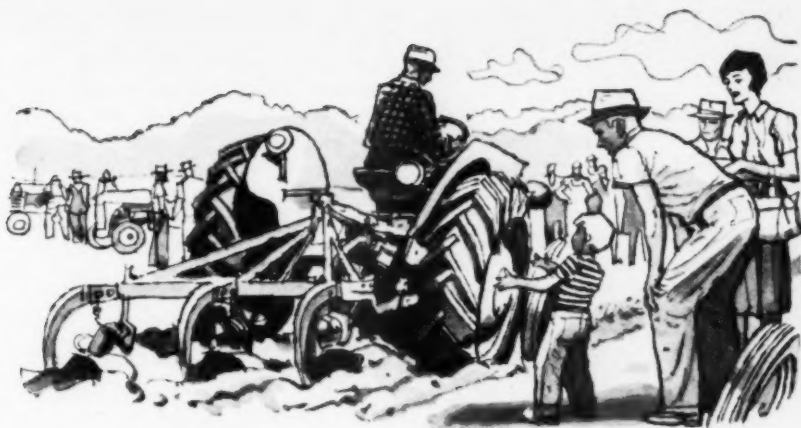
1956 base period and July 1961. Daily newspaper line rates rose 22 per cent. At the same time circulation went up about 5 per cent, while cost-per-thousand circulation rose 16 per cent.

Spot Radio

Time charges of a national spot radio advertiser of 1956 would in July 1961 have cost him 7 per cent more than during the 1956 period. The July 1960 rates, by comparison, were 5 per cent above the 1956 average.

Spot Television

Published spot television rates continued their almost continuous rise from mid-1958 (three years ago). In July 1961 they were 55 per cent higher than they were during the 1956 base year. A year ago they were 45 per cent higher than in 1956.



Ego involvement? Heck, yes!

There are gentlemen farmers. Part time farmers. Armchair farmers. But if your life, your capital, your credit, your success, and your family's future are involved in the operation of a farm, you are not academic, aloof, or absent minded about farming!

You live with your business. Your errors and omissions are obvious every day—to you, your wife, and your neighbors.

And if you are a quantity producer of corn, wheat, soybeans, beef, pork or milk, **SUCCESSFUL FARMING** comes close to being your bible. You need it to get the most out of every acre, every cubic foot of building, every hour of daylight, every dollar of investment. You need it to plan your production, to gauge your markets. You don't just read it; you study it, file it and refer to it again. Because it means success in your business, money in the bank!

Your wife is involved in your business, finds this magazine as of much interest as you do. And since her homemaking needs and problems are not those of the urban woman, she finds in SF aids to her work programs, planning, meals, entertainment, home furnishings and decoration.

The medium that means more to its audience means more to its advertisers, gets better reception and response. SF has been meaning more to the country's best farmers for fifty-eight years. And its subscribers are one of today's best class markets, with cash farm incomes about 70% above the national farm average.

If you want your advertising to sell something, put it in **SUCCESSFUL FARMING**.

And ask any SF office about the selling opportunities in our twelve new State and Regional Editions.

SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



Media/trends

Faster service on spot availabilities and confirmation is provided by the new Wide Area Telephone Service, recently installed by Avery-Knodel. Firm says it's the first station representative in New York to lease the 24-hour non-reversible line, giving its staff instantaneous and almost continuous telephone contact with all but a few of its represented stations. And,

as the telephone company extends Wide Area into the Far West, all stations except those in New York, the originating state, will be covered.

For a monthly fee of \$1,700, service should make spot confirmations possible within half an hour, and make a dent in the firm's twx charges. Avery-Knodel's Chicago office installed the same service on a 15-hours' basis.

* * *

Another first in phone service is claimed by WERE, Cleveland, and

Higbee's record department. Each day WERE features a selection from Higbee's "Album of the Day." To order the album, all a listener has to do, regardless of time of day or day of the week, is dial Superior 1-9250. An Ohio Bell Company "electronic secretary" tells the prospect what else is in the album and the price. After a beep tone, prospect gives his name and address, tells the recorder whether he wants it charged or delivered, whether he wants the monaural or stereo album.

* * *

The WERE development may be but the first step to realization of what was visualized by Harvard Professor Malcolm McNair in 1955, as reported by Howard Abraham in a TvB presentation before the National Retail Merchants Association. Presentation projected retailing in the year 2011. It conjured up a picture of a shopper, sitting in her living room, while color TV cameras scan the contents of "merchandise warehouse centers" anywhere in the country. On seeing the size, color, and price of the dress (or any other item she likes, she merely pushes a "selector" button and places her order to an electronic secretary at the warehouse.

* * *

Information in the four-volume "Media Management Series," designed for media directors" by American Research Bureau, includes a "Summary Data of Audience Composition" showing audience breakdown by three time zones by nighttime quarter-hours and by half-hours throughout the broadcast day. This includes classification of male and female viewers in seven age groups.

Another volume, the "Inter-Market Viewing Analysis," shows overlapping of station coverage areas in 50 highly competitive "problem" markets.

The "Market Digest," which ARB calls the core of the series, includes county-by-county set counts showing households and TV penetration, metro and total area set counts with retail sales and disposable income in each market, and station data including home potential, net weekly circulation, and average daily circulation, day and night.

The "National Comprehensive Report," based on ARB's March sweep, gives market-by-market home reach and metro ratings of all evening network programs.

NEW, IRREFUTABLE EVIDENCE...

85.4% of metalcasting readers participate in buying decisions

No media man should be without this study. It's dynamic, helpful to you! It's the new METALCASTINGS MARKET PROFILE STUDY, a scientific survey, made for Modern Castings by Chilton Research. Conclusive! Validated! Shows 69.3% have management responsibilities. 51.3% are from plants employing 100 to 1000 and over. Volume, quality buying power! Study these and many more pertinent facts before you buy. Send for your copy TODAY!

the must magazine in
metalcasting for executives
who can do something about
"Technology-for-Profit"
... that means orders for you!



MC-612

21,000 circulation



modern castings

Essential!

HAROLD "Pete" GREEN, Managing Director
NATIONWIDE REPRESENTATION TO SERVE YOU
GOLF & WOLF ROADS • DES PLAINES, ILL. • VANDERBILT 4-0181

Each day
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ember 1961



The Chicago Tribune reaches *Your kind** of people

Do you sell automatic washers? Then you want the facts about the two kinds of people in a market. Those who buy. And those who don't, can't or won't.

How to reach more of the right kind—the buyers—is important. In Chicago, that's easy. Most of them read the Tribune.

In city and suburban households, 64% of the washer buyers read the Sunday Tribune; 46% read the Daily Tribune.

Now maybe you sell watches, water skis or women's dresses instead of washers. It makes little difference. The Tribune will deliver for you a larger audience of actual buyers than any other Chicago newspaper.

To sell more to your kind of people—the people who buy—use the Tribune in Chicago.



Your kind of people are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

More readers...More buyers...More results—

THE CHICAGO TRIBUNE

Media/scoop ON THE QUAD-CITIES

ROCK ISLAND MOLINE EAST MOLINE DAVENPORT

QUAD-CITY BUYING POWER

Three-fourths of Quad-City households

(1) have cash income over \$4,000

(2) receive 89% of area income.

Average Effective Buying Income per Quad-City household: \$7001. That is \$278.00 above the national average.

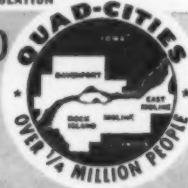
There is a lot of Buying Power—DISCRETIONARY Buying Power—in this over ¼ million population Quad-City market.

Source for figures: 1961 Survey of Buying Power.

56% of Quad-Citians live on the Illinois side.

THE QUAD-CITIES LARGEST
COMBINED DAILY CIRCULATION

ROCK ISLAND
ARGUS
and
MOLINE
DISPATCH



Rep. by ALLEN-KLAPP

SYRACUSE, N. Y. BEST TEST MARKET U.S.A.!

The ideal test market
meeting every require-
ment!

Syracuse's position as
America's Best Test Market
is confirmed by an 11-year
continuing study made by
Selling Research, Inc. and docu-
mented by Sales Manage-
ment Magazine.

Plus

unmatched delivery of
1/3rd of New York State.

No combination of media can
deliver comparable coverage
at comparable cost.

the SYRACUSE
NEWSPAPERS

SYRACUSE, N. Y.

Represented Nationally by
MOLONEY, REGAN & SCHMITT

TRENDS IN NATIONAL NEWSPAPER ADVERTISING

July and First Seven Months 1961 vs 1960

	July		First Seven Months	
	1961 vs 1960 %	% of Total	1961 vs 1960 %	% of Total
GENERAL				
Alcoholic Beverages	-20.1	7.8	-12.6	7.9
Foods	+8.0	15.6	-4.9	14.7
Baby Foods	+46.5	0.4	+17.2	0.4
Baking Products	-17.1	1.1	+10.0	2.0
Beverages	-7.4	3.0	-20.6	2.1
Cereals & Breakfast Foods	-1.6	0.7	+3.2	0.5
Condiments	-18.8	1.1	-18.2	1.0
Dairy Products	-5.9	1.8	+11.1	2.1
Frozen Foods	+22.2	1.3	-22.8	1.6
Meats & Fish	+5.1	1.4	+2.7	1.3
Industrial	+14.5	2.1	-3.0	2.5
Insurance	-6.1	1.1	-7.1	1.7
Medical	-16.4	2.1	-11.4	2.3
Public Utilities	+3.3	2.9	-2.2	2.7
Publishing & Media	-28.6	7.6	-7.4	8.6
Radio, TV & Phonographs	-8.1	0.7	-22.0	0.8
Sporting Goods, Cam. & Pho. Suppl.	-6.3	0.9	-49.4	0.6
Tobacco	-41.4	4.7	-18.1	3.3
Toilet Requisites	-29.3	2.9	-14.7	3.0
Dentifrices	-49.2	0.2	-40.8	0.2
Men's Toiletries	-29.9	0.2	-23.3	0.4
Perfumes & Cosmetics	-34.5	1.5	-19.2	1.1
Toilet Soaps	-79.0	0.1	-25.3	0.3
Transportation	+7.9	12.6	+10.1	12.6
Airways	+5.7	8.7	+18.6	8.8
Bus Lines	+79.9	0.6	-19.4	0.5
Railroads	+68.8	0.9	-5.8	1.0
Steamships	-18.8	1.1	-4.8	1.1
Tours	+15.7	1.1	-0.7	0.9
Wearing Apparel	-28.6	0.4	+9.2	1.3
TOTAL GENERAL	-12.4	75.6	-7.6	76.1
AUTOMOTIVE				
Gasolines & Oils	+44.5	3.7	+67.5	4.4
Passenger Cars—New	-15.5	10.0	-28.2	11.4
Tires & Tubes	-4.8	2.7	+18.7	2.1
Trucks & Tractors	-29.8	0.3	-22.6	0.5
TOTAL AUTOMOTIVE	-8.1	24.4	-12.1	23.9
TOTAL GENERAL AND AUTOMOTIVE	-11.4	100.0	-8.7	100.0

Prepared exclusively for Media/scope by Media Records, Inc.

Advertiser: U-Haul
Medium: Yellow Pages
Result: 35% business increase a year!



ADS IN 2100 YELLOW PAGES DIRECTORIES HELP U-HAUL INCREASE BUSINESS 35% A YEAR! With this kind of success, it's easy to see why most of U-Haul's advertising appropriation goes to the Yellow Pages! For twelve years, U-Haul has been reaching and *selling* its prime market (the people who are ready to move by rental trailer) with Yellow Pages advertising. And now, National Yellow Pages Service makes the selling easier than ever. For now, U-Haul purchases its ads in 2100 different directories—all with one contact, one contract, one monthly bill!



"No ads—no calls," says D. Swanson (left), Ad Mgr. of Arcoa, Inc., control center for U-Haul. "Again and again, dealers tell us how many calls result from U-Haul ads in the Yellow Pages."
 "Streamlined setup," says J. Ashbaugh (right), V. P., Botsford, Constantine & Gardner, U-Haul's ad agency. "We now arrange U-Haul's entire Yellow Pages program through one local telephone office with new ease!"



Maximum flexibility. U-Haul buys Yellow Pages ads of all these different sizes to fill different requirements in different markets. All with 1 contact, 1 contract, 1 monthly bill. See how this flexible advertising service can work for *your* product or service. Call your National Yellow Pages Service representative at your Bell Telephone Business Office.



SECOND QUARTER EXPENDITURES

	\$ Val. 1961	% Change 1960-61	Index 1956-100
Newspapers	204,218,000	-1.6	107.5
Supplements	19,203,000	-14.2	97.8
Magazines	222,583,000	-6.5	111.6
Business Papers	129,465,000	-8.5	111.1
Farm Publications	12,018,000	-4.8	79.5
Net TV	181,359,000	+10.4	153.9
TV Talent	97,800,000	+6.3	118.6
Spot TV	160,599,000	0.0	142.1
Spot Radio	N. A.		
Outdoor	31,000,000	-12.4	91.3

Second Quarter Trend

(See opposite page)

The table at right gives the record of national advertising expenditures for the first half of 1961, compared with the first half of 1960. Second quarter comparisons appear in the table at left.

Although the U.S. economy may have turned up toward recovery, it isn't apparent from the investment in advertising in the second quarter. With the exception of network television, every measured medium suffered a loss in revenue during the second quarter of this year.

There is, however, some sign that the worst is over. In all but three media, the losses were less severe in the second quarter than in the first.

The newspaper industry has cut its first quarter loss of 3.1 per cent to 1.6 per cent in the second quarter. Farm publications' heavy first quarter losses (12.8 per cent) have been shaved to under 5 per cent in the second quarter, while spot television, which showed red figures during the first quarter, produced revenues during the second quarter virtually equal to those of the similar period last year. Business publications also are in slightly better shape. Network TV, after a relatively modest rise in the first quarter of 6.2 per cent, has picked up steam again with an increase of better than 10 per cent.

On the other side of the ledger, general magazines, Sunday supplements, and outdoor all had accelerated losses in the second quarter. The supplements were down 14.2 per cent; outdoor was down 12.4 per cent; magazines down 6.5 per cent. Spot radio for the second quarter has not yet been reported by the measuring agency.

**this is
HERALD
LAND!**

CAPE CANAVERAL
MELBOURNE
BREVARD
INDIAN RIVER
VERO BEACH
ST. LUCIE
FT. PIERCE
STUART
MARTIN
PALM BEACH
W. PALM BEACH
LAKE WORTH
COLLIER
MONROE
DADE
MIAMI
MIAMI BEACH
LAUDERDALE
HOLLYWOOD
NAPLES
KEY WEST

Write for New 3-D
Advertising Rates
(Bulk-Continuity and Page Discounts)

BIGGEST MARKET IN THE SOUTH
"from the Cape to the Keys"

...that's HERALDLAND, FLA. Retail sales \$2.7 billion—92% higher than Atlanta Metro County market. Effectively sold by the South's biggest and most influential newspaper.

The Miami Herald
STORY, BROOKS & FINLEY, INC. NATIONAL REPRESENTATIVES

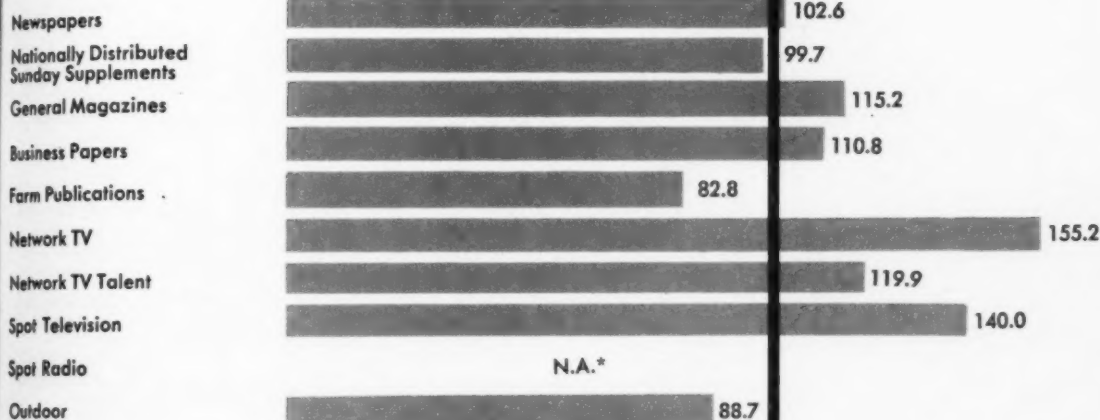
\$18,297,000.00 FOOD MKT.

LEVITTOWN, PA.

PA.'S 10th LARGEST FOOD MARKET

**THE LEVITTOWN TIMES
AND
BRISTOL DAILY COURIER**

Record of National Advertising Expenditures First Half 1961

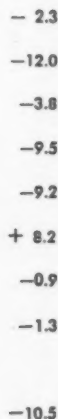


First Half 1961	\$ Volume 1961	\$ Volume 1960
Newspapers	\$ 355,344,000	\$ 363,540,000 ^R
Nationally Distributed Sunday Supplements	37,984,000	43,177,000
General Magazines	406,688,000	422,557,000
Business Papers	245,338,000	270,965,000 ^R
Farm Publications	25,599,000	28,197,000
Network TV	363,869,000	336,235,000
Network TV Talent	196,871,000	198,731,000
Spot Television	311,927,000	316,175,000 ^R
Spot Radio	N.A.	N.A.
Outdoor	53,000,000	59,200,000

R = Revised
*Not Available

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

PER CENT CHANGE 1961 - 1960



Prepared exclusively for MEDIA/SCOPE by J. K. Lasser & Co. SOURCE: Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau. General Magazines: Publishers Information Bureau. Business Papers: J. K. Lasser & Co. Farm Publications: Farm Publication Reports, Inc. Network Television: LNA-BAR reports from Television Bureau of Advertising. Spot Television: Television Bureau of Advertising. Spot Radio: Station Representatives Assn. Outdoor: Outdoor Advertising Inc. Network TV talent and production: MEDIA/SCOPE.

VIDEODEX NATIONAL RATING ANALYSIS

TOP FIVE PROGRAMS DAILY *

July 5-11, 1961

Show	Rating	Network	Sponsor	Show	Rating	Network	Sponsor
SUNDAY				4. Hawaiian Eye	17.7	ABC	American Chicle, Carters, Beecham, Lorillard, Lever Brothers, Miles Labs Kraft
1. Candid Camera	24.7	CBS	Lever Brothers	5. Mystery Theatre	17.1	NBC	
2. What's My Line?	24.1	CBS	Kellogg				
3. Ed Sullivan	22.2	CBS	Eastman Kodak	THURSDAY			
4. G. E. Theatre	21.3	CBS	General Electric	1. Untouchables	25.8	ABC	Liggett & Myers, Schick, Armour, Beecham
5. Dennis The Menace	18.0	CBS	Best Foods	2. My Three Sons	24.5	ABC	Chevrolet
MONDAY				3. Real McCoys	21.6	ABC	Procter & Gamble
1. Danny Thomas	21.6	CBS	General Foods	4. Outlaws	16.5	NBC	Brown & Williamson, Colgate, Schick, Union Carbide, Campbell Soup, Ralston
2. Cheyenne	20.1	ABC	R. J. Reynolds, Ralston, Polk, Mennen, Procter & Gamble	5. Silents Please	15.9	ABC	
3. Glenn Miller	19.2	CBS	General Foods				
4. Ann Sothern	18.3	CBS	General Foods	FRIDAY			
5. Bringing Up Buddy	17.7	CBS	Scott	1. 77 Sunset Strip	23.2	ABC	American Chicle, American Home, Beecham, R. J. Reynolds, Colgate
TUESDAY				2. Twilight Zone	19.2	CBS	Bristol-Myers, Nabisco, Parlaments
1. Thriller	23.1	NBC	Helene Curtis, Colgate, American Tobacco	3. Rawhide	18.0	CBS	Procter & Gamble
2. Playhouse 90	22.4	CBS	Procter & Gamble, Lorillard, Bristol-Myers, Star Kist, S. C. Johnson	4. Detectives	17.7	ABC	R. J. Reynolds, Miles Labs
3. Dobie Gillis	20.4	CBS	Philip Morris	5. Flintstones	17.2	ABC	
4. Wyatt Earp	19.8	ABC	General Mills	SATURDAY			
5. Rifleman	19.2	ABC	Procter & Gamble	1. Gunsmoke	29.2	CBS	Liggett & Myers
WEDNESDAY				2. Have Gun, Will Travel	26.1	CBS	Lever Brothers
1. Wagon Train	23.4	NBC	Revlon, Nabisco	3. Checkmate	22.6	CBS	Brown & Williamson, Lever Brothers
2. Price Is Right	21.1	NBC	Brown & Williamson, Bristol-Myers, Dupont, American Chicle, Warner	4. Perry Mason	20.2	CBS	Colgate, Drackett
3. Naked City	19.2	ABC		5. Leave It To Beaver	18.0	ABC	Ralston

* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered. It is a measure of audience.

TVQ Top 15 Programs In Viewers' Opinion

JULY 1961 (all terms in percentages)

Rank	Program	Total U.S.A.		East		Midwest		South		Far West	
		Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ
1	Bonanza	71	53	65	42	67	53	80	60	73	54
2	Andy Griffith	68	50	59	39	71	57	81	57	58	39
3	Flintstones	69	46	71	47	67	45	65	41	74	52
3	Wagon Train	88	46	83	40	88	49	92	50	86	44
5	Real McCoys	85	44	80	38	86	48	87	49	86	38
5	Red Skelton	85	44	79	41	89	51	88	41	86	39
7	My Three Sons	66	43	63	41	70	44	66	41	62	49
8	Gunsmoke	84	41	75	35	88	46	89	44	83	36
8	Route 66	68	41	58	34	74	40	77	49	61	34
10	Candid Camera	78	40	79	39	82	42	72	38	79	40
10	Thriller	56	40	59	44	53	40	61	39	49	39
10	Untouchables	67	40	70	44	70	44	64	35	65	34
13	Perry Mason	80	39	78	37	79	37	82	36	80	46
14	Checkmate	64	38	59	40	66	39	70	36	62	34
14	Rawhide	74	38	63	31	78	40	83	43	70	33

Familiarity: The proportion of respondents with any opinion about a program. This measures the awareness of the program.

TvQ Score: A qualitative measurement of the degree of enthusiasm for a program. This score is determined by dividing the per cent saying that a show is "one of my favorites" by the per cent to whom the show is familiar.

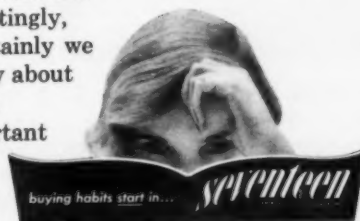
TvQ, a division of Home Testing Institute, measures the intrinsic appeal of programs — not the size of the audience. It is a measure of preference.

kiss
us
we're
sweet 17



seventeen is 17...isn't everybody?

Of course we know that everybody can't be 17. But SEVENTEEN Magazine lives in such a whirl of girl (girl 13 to girl 20) that sometimes it seems as if everybody who is anybody must be 17 or thereabouts. Because teen-agers are the most powerful, influential, affluent chunk of the population today. 'Twasn't always thus. Back in September 1944, when SEVENTEEN started, a teen-ager was a nobody—with no voice, no status, no jobs, no money, no clothes to call her own, no make-up to call her own, no nothing to call her own. Now she has SEVENTEEN to call her own—which she does regularly, lovingly, gratefully, trustingly, faithfully every month. We practically *invented* the teen-ager. Certainly we found that forlorn forgotten generation. And you know what they say about finders—finders keepers! SEVENTEEN is very important to more than 10 million teen-agers—and those 10 million teen-agers are very important to SEVENTEEN. They made us what we are today—17 years old with circulation and ad lineage up up up to the sky—and more advertising than in any other monthly magazine for women!



it's easier to **START** a habit than to **STOP** one! SEVENTEEN MAGAZINE, 320 Park Avenue • New York 22, N.Y. • PLaza 9-8100

Avery-Knodel, Inc. Equal rates for all are offered by WHBF-TV. Station serves the Quad-Cities, subject of "One of America's Great TV Markets." Cities are Rock Island, Moline, and East Moline, Ill., and Davenport, Iowa. Booklet reports their combined economic characteristics, industrial diversification, and farm sales, as well as data on retail outlets, best shopping days and nights, and hours of industrial labor shifts. Information on WHBF-TV includes coverage map and description of its audience characteristics, merchandising service, and examples of community acceptance.

A second report, "An Even Better Place to Reap Profits," gives similar data on Topeka, Kansas, "virtually bypassed by last year's recession," and WIBW-TV. Presentation also compares WIBW-TV's coverage and costs with those of stations in Kansas City, Wichita, and St. Joseph.—A.

Greensboro (N. C.) News and Record include 97 "potential areas" with populations "somewhat below the 50,000 mark set by the Census Bureau for metropolitan area designation" in their 1961 ranking of 300

and losses in nine categories for each market between 1954 and 1960. Report includes listings of the "Top 100 Metropolitan Markets in the Country," the "Top Metropolitan Markets in the South," and dollar volume ranking of the South's top markets by nine product categories.—B.

Life. Supermarket purchasing was "definitely related" to recall of newspaper advertisements, and actual purchases were consistently higher among those who recalled seeing advertised



items than among those who did not, says "One on the Aisle." Other results of the survey of supermarket shoppers by Life's Marketing Laboratory indicate that readership of food ads was heaviest among older and lower income groups, but that the more aware shoppers are of a given store's newspaper advertising, the "more likely they were to shop several stores." Also, a tendency was found among those recalling retail food advertisements to buy store brands rather than nationally advertised brands. Among other things, report compares the Thursday and Friday shopper, shows prevalence and preference of shopping by day part and by day of the week, and describes an experiment in brand switching.—C.

Batten, Barton, Durstine & Osborn, Inc. reports that 1959 sales to the military market, through post exchanges, commissaries, clubs, and barber and tailor shops, put that retail market in sixth place. Earnings of the six million servicemen and their dependents who shop these outlets account for more than \$10 billion each year, according to "Military Market

for Consumer Products." Report includes selling and merchandising suggestions, and data on age, spending, and salary ranges of service personnel. Wholesale buying is done independently by 175 main exchanges. \$1.—D.

National Association of Home Builders. Most home-owners heard of their present houses or apartments by word of mouth, followed by signs and newspapers, says the 302-page "A National Consumer Survey of the Housing Market." Book reports that families moving most are in younger and lower income groups, and that newlyweds buy an important share of new homes. Other topics include reasons for preferring new homes and used homes, the home-buying decision process, and characteristics of families living in various kinds of dwelling units. Book—\$10. Summary (40 pages)—\$1.—E.

Honolulu Star-Bulletin. Between 1958 and 1961 the percentage of Honolulu County households with income between \$7,000 and \$14,999 rose from 29.3 per cent to 36.8 per



U. S. markets by dollar volume. In addition to dollar volume rankings in 10 product categories, reprinted from *Sales Management's* May 1961 "Survey of Buying Power," this ninth annual edition of "Major U. S. Markets Analysis—1961" reports gains



cent. Meanwhile, households with income of \$4,999 and below, accounting for 45.1 per cent of the 1958 population, fell to 30.7 per cent this year. These are partial data from just one table in the Hawaii-1961 "Consumer Analysis." The 118-page ninth annual

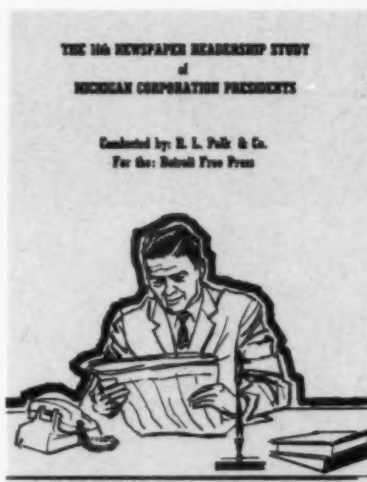
edition reports brand usage for some 170 product categories in Honolulu and Hawaii Counties for 1961, and, in many cases, also for the years 1958 through 1960 in Honolulu County. Report also covers radio and TV set ownership and gives detailed data on household composition and product buying by income group.—F.

Baby Care Manual, Baby Talk, Congratulations, My Baby, and Your New Baby joined forces to sponsor "Baby Magazine Study," conducted by W. R. Simmons & Associates Research. Study covers reader-

ship, audience duplication, and reader characteristics of themselves and two other Baby magazines during last three months of pregnancy and first three post-natal months of readers. A combination of all five monthlies and two quarterlies reached 68 per cent of all new U. S. mothers during the six-months' period studied. All have controlled circulations, are distributed through diaper services, doctors' offices, hospitals, and maternity shops and departments.—G.

Urban Land Institute. The reminder concept—"basis for outdoor, poster, and car card advertising"—is also the basis for "an entirely new field of advertising media" designed for shopping centers. So says "Operation Shopping Centers," 188-page guidebook to "effective management and promotion." Its 64 sections cover everything from media promotional tie-ins and dozens of other promotion ideas to newspaper zoned circulation distribution, monthly sales reports, merchant association, sample promotion budgets including media expenditure details, and the trend to nighttime shopping. \$25.—I.

The Detroit Free Press. A survey of 150 presidents of Michigan manufacturing firms rated at \$1 million or more compares their readership of the daily and Sunday *Free Press* and *Detroit News*. "The 16th Newspaper



Readership Study of Michigan Corporation Presidents" was conducted by R. L. Polk & Co. It reflects readership levels as of April 1961.—J.

Norfolk Virginian-Pilot and Ledger-Dispatch & Star compare media expenditures of the total brewing industry and its individual segments. Conclusions: Between 1933 and 1948, brewers' sales and newspaper expenditures rose together, steadily. But between 1953 and 1959, sales increased slightly, per capita sales dropped, while advertising costs shot up as described in "What Happened to Beer Sales and the Cost of Beer Advertising?"—K.

Baby Magazine Study

South Bend Tribune. Coverage by 33 magazines of the seven-county South Bend market, TV and radio facilities, and comparison of newspaper coverage in Indiana's metropolitan areas are described in just one section of the 102-page 1961 edition of "Current Market Data." Same section also compares coverage of the *Tribune* and four Chicago newspapers in the South Bend metro area and ABC city zone and retail trading zones of six Indiana and Michigan counties. Another section lists wholesalers and distributors and their ad-

resses for some 30 product groups, as well as retailers in the food, drug, department, hardware, and variety store business in South Bend and Mishawaka. Other sections discuss such topics as the Michigan State survey of reader attitudes toward the *Tribune* and its advertising, marketing cooperation offered, the new three-part discount plan, editorial features, and masses of marketing, demographic, and distribution figures.—H.

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

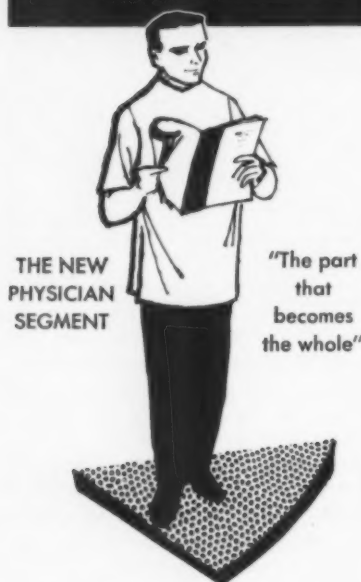
Circle letter of reports wanted: A B C D E F G H I J K L M N O P Q R S T.

Your Name and Title: _____

Company: _____

Address: _____

Reach the DYNAMIC, GROWING SEGMENT of the Medical Market



Exclusively in THE NEW PHYSICIAN

Complete your present marketing strategy and fortify your future by reaching the young doctors and doctors-to-be in THE NEW PHYSICIAN. This is the dynamic, growing segment of the medical market—when the young doctors are writing their first prescriptions and establishing their prescribing habits.

THE NEW PHYSICIAN CIRCULATION

is not duplicated by any other
publication:

Residents (All U.S. residents)	29,604
Interns (All U.S. AMA approved)	6,916
Medical School Department Heads	1,521
Newly Established Practitioners	6,783
Medical Students	17,366

Most young doctors read THE NEW PHYSICIAN for over seven years as their official journal.

Write for the "FACTS FOLDER"

THE NEW PHYSICIAN

Official publication of the Student American
Medical Association.

430 N. Michigan Ave., Chicago 11, Illinois

PROMOTIONS AND PRESENTATIONS

The Katz Agency's Newspaper Division says Durham and Raleigh, N.C., form "one Super Market Zone," and that food advertisers stand to lose sales without full newspaper coverage in both cities. Presentation, for the Durham Herald and Sun, shows number of stores under each of four major chains in each city.

Mutual Broadcasting System celebrates its 23 per cent audience gain over 1960, and its arrival as third place radio network, with a series of personality profiles of its stars and their shows. Among those who keep Mutual's "News Watch" ticking: Gabriel Heatter, Westbrook Van Voorhis, Arlene Francis, and Bill Stern. All deliver commercials as well as news.

Pennsylvania Farmer. Each year Pennsylvania farmers spend \$208.6 million on general merchandise, \$187.7 million for feeds, and \$349 million for automotive equipment. This is stated in a one-by-two-foot illustrated map of the state in full color, surrounded by pictures of other symbols of rural life.

Radio Advertising Bureau found that 40.7 per cent of New York Area respondents learned of space man Shepard's safe landing by radio. Survey covered in-home listening only.

Findings of another RAB study are reported by "Inside Outdoor." They suggest that automobile riders feel radio surpasses outdoor posters in telling about new products, reminding consumers to buy, interesting them in products, and in creating favorable attitudes toward products. Bureau reports a car-radio count of 42.6 million.

Rogers Publishing Company says large circulation increases among OEM (original equipment) market engineers by *Design News*, *Machine Design*, and *Product Engineering* have decreased the per-unit

cost of communicating with these specifying engineers in spite of increases. "An Evaluation of Your OEM Space Advertising Investment," illustrated with a page of graphs on every page of copy, also discusses new product design by OEM engineers, and the OEM and its dynamic potential. Latter is result of U.S. population growth, desire for new products, growth of mass communications media, and the necessity of developing weapons for defense.

Seventeen sent 33 prospective foundation advertisers samples of their own girdles to remind them of next month's foundation issue. Gifts were followed by visits from the *Seventeen* sales staff and baskets of card-board flowers. Among messages printed on the flower stems is the information that *Seventeen* readers are "collectors of bras and girdles" and that teen-age girls spend \$150 million every year on them. That these purchases are by brand.

Magazine also has a "Party Perfect Recipe" promotion running this month, and another planned for next March. Special recipe, "Peanut Squares" is served in tea rooms of participating department stores, promoted on counter cards, on table cards, on file card giveaways to new age customers, and in this month's issue of *Seventeen*.

WBEN, WBEN-TV, and WBNF, Buffalo, are among stations seeking to develop new talent. The stations' "Project Opportunity" invites young musical and dramatic hopefuls from Western New York, Pennsylvania, and Ontario to perform at open auditions, try out for appearances on "Buffalo's highest rated local shows."

WTMJ, Milwaukee, combined a listener contest with public service. will present Wisconsin safety organizations with the best of some 2,700 listener suggestions on how to "reduce the slaughter on Wisconsin highways."

Yachting attributes its large volume of advertising to its "unique editorial package that attracts special readers who make ads work." A brochure supplies the details. Among them: editorial authority, balance, and staff; special readers who "spend more, own more boats, and are more experienced boatmen"; highest subscription prices.

MERCHANDISING SUPPORT?
Sure thing in . . .

LEVITTOWN, PA.
THE LEVITTOWN TIMES
AND
BRISTOL DAILY COURIER



There's no horsing around in Boston today

The new Boston is galloping ahead. Old traditions are being dumped. New things are popping up like daisies in the Public Garden — new buildings, new industries, new super highways, new suburbs. There's a tingling new excitement all around town.

And with it all, comes a great, new No. 1 newspaper — The Boston Globe. The Globe has surged ahead with Boston's new boom to become first in every major classification of newspaper audience. For just one example,

The Globe is home-delivered to 380,000 readers, a comfortable edge over Herald-Traveler figures and 2½ times the Record-American's.

These and other facts extremely favorable to The Globe are revealed in a new study of Boston Market newspaper audiences by Carl J. Nelson, in consultation with the Advertising Research Foundation. Available now is a brochure featuring survey highlights. It's called "The Buying Bostonians." For a copy, call your Million Market Man.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

Among America's 20 Largest Cities

(of over a half million)

SEATTLE

is

SECOND

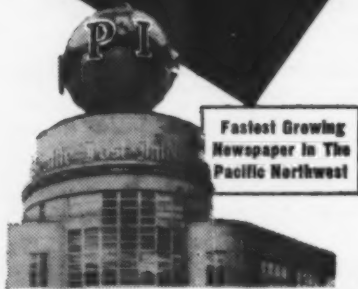
in

SALES ACTIVITY

In 1960, Seattle's retail sales reached an all-time high of \$1,090,329,000, marking this growing Pacific Northwest city as one of the most prosperous in the nation. This sales figure was 60% above average volume for a city of Seattle's size and places the city in **SECOND PLACE** in **SALES ACTIVITY** among America's twenty largest cities. You need the Post-Intelligencer on all schedules to cover this rich and growing market!

Source: Sales Management
"Survey of Buying Power"

The Seattle Post-Intelligencer



Fastest Growing
Newspaper in The
Pacific Northwest

REPRESENTED NATIONALLY BY HARBST ADVERTISING SERVICE

Media/dates

SEPT.

- 8-10: Iowa Daily Press Assn., Hotel Savery, Des Moines.
- 11-17: Affiliated Advertising Agencies Network, Sheraton-Blackstone, Chicago.
- 15-17: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord, Mich.
- 18-19: Magazine Publishers Assn., Hotel Commodore, New York.
- 20-22: National Industrial Conference Board, Waldorf-Astoria, N. Y.
- 21-23: Advertising Federation of America, Hotel Mayo, Tulsa.
- 24-26: Louisiana Assn. of Broadcasters, Buena Vista Beach Hotel, Biloxi, Miss.
- 29-30: National Federation of Advertising Agencies, Lake Tower Motel, Chicago.
- Oct. 1: Ohio Daily Newspaper Advertising Executives Assn., Fort Hayes Hotel, Columbus.

OCT.

- 3-4: Advertising Research Foundation, Hotel Commodore, N. Y.
- 5: American Marketing Assn., Louisville Chapter, Hanover College, Hanover, Indiana.
- 6-9: Mail Advertising Service Assn., International, Statler-Hilton, New York.

- 7-8: National Federation of Advertising Agencies, Statler-Hilton, Washington, D. C.
- 10-13: Direct Mail Advertising Assn., Statler-Hilton, New York.
- 12-13: American Assn. of Advertising Agencies, Ambassador Hotel, Chicago.
- 12-13: Junior Panel Outdoor Advertising Assn., Sheraton Hotel, Chicago.
- 12-14: Alberta Weekly Newspaper Assn., Macdonald Hotel, Edmonton.
- 13-15: National Federation of Advertising Agencies, Miramar Hotel, Santa Monica, Calif.
- 15-17: Inland Daily Press Assn., Drake Hotel, Chicago.
- 15-18: American Assn. of Advertising Agencies, Hotel del Coronado, Coronado, Calif.
- 16-17: Agricultural Publishers Assn., Chicago Athletic Assn., Chicago.
- 18: Associated Business Publications, The Drake, Chicago.
- 18: Industrial Advertising Research Institute, Second Annual Research Forum, The Plaza, New York City.
- 19-20: Audit Bureau of Circulation, Drake Hotel, Chicago.
- 22-27: Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.
- 25: Industrial Advertising Research Institute, Second Annual Research Forum (Repeat Performance), Sheraton-Blackstone, Chicago.



PRINCIPALS in new Broadcast Billing Company, Inc., formed by Standard Rate & Data Service, Inc., to serve as a central billing organization for broadcast stations and advertising agencies. Left to right: George W. Schiele, vice president sales; Albert W. Moss, president; Richard Golden, vice president operations; and C. Laury Bothhof, chairman of the board. Mr. Bothhof is also president of the parent company, SRDS, Inc.; and Mr. Moss is executive vice president of SRDS, Inc., and assistant publisher of MEDIA/SCOPE. (See "Scope on Media" this issue for full explanation of new service.)

and there's this monster
that keeps
snatching away
advertising
contracts...



1 "This is the fourth time I've had that nightmare. But I think I've figured out what's bugging me.



2 "As promotion manager, I'm responsible for the ads that create a basic impression of our advertising medium.



3 "So, naturally, we play up our strongest sales point — to register a simple, convincing impression. But this puts all our eggs in one basket. It's a good, honest basket and we get business from it...



4 "but suppose some advertisers need what we've got, for some other good reason. We have at least ten reasons besides the one we're promoting, but how are those advertisers going to know we've got what they want? Get it?"



5 "I think so. And I have an idea! When I used to work at the ad agency I remember everybody using Standard Rate when they compared media. Why don't you put an ad in..."



6 "...in SRDS. Well, thanks, sweetie, but we have an ad in there featuring our one big-hey—



7 "—hey—that's it! That's the place to put all our sales angles. Every last one of them, anchored here where every prospect has to look before his schedule is frozen. Thanks a million, honey—that does it."

8 | with competent, strategically placed information in SRDS
YOU ARE THERE
Selling by helping people buy.

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function

C. Laury Botthof, President and Publisher

5201 OLD ORCHARD ROAD, SKOKIE, ILL. — YORKTOWN 6-8500

SALES OFFICES — SKOKIE, NEW YORK, ATLANTA, LOS ANGELES



WANTED

Alert advertisers to buy space in **MATERIALS RESEARCH & STANDARDS** to sell to engineers and scientists in the materials research and evaluation field. Apply to:

MATERIALS RESEARCH & STANDARDS

American Society for
Testing Materials
1916 Race Street,
Philadelphia 3, Pa.

Name

Title

Company

Address

CAPTURE THE LION'S SHARE OF THE BIG TEXAS MARKET

WITH ONE ORDER...
SAVE UP TO 23%

SPECIFY THE TEXAS NEWSPAPER
GROUP

- ★ Beaumont Enterprise and Journal
- ★ Dallas Times Herald
- ★ Fort Worth Star-Telegram
- ★ Houston Chronicle
- ★ San Antonio Express and News

879,137.....DAILY CIRCULATION
830,656.....SUNDAY CIRCULATION

Represented Nationally by The Branham Company

PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
AGENCIES		
Paul Ahmed	Bell & Howell Co., Analyst	Tatham-Laird, Chicago, Mkt. Rsch. Analyst
John H. Byrne.....	Lambert & Feasley, Acct. Supv.	Johnstone, Inc., Sr. V. P.
Joseph T. Cacciabaudo.....	Doherty, Clifford, Steers & Shenfield, Inc., Asst. Space Buyer	Doherty, Clifford, Steers & Shenfield, Inc., Print Buyer
V. Edward Dent.....	L. W. Frohlich & Co., Inc., V. P., Acct. Supv.	L. W. Frohlich & Co., Inc., Sr. V. P.
John A. Donnelly.....	J. Walter Thompson Co., TV Producer-Director	Hicks & Greist, Inc., Exec. Producer, Radio-TV
Allen Ducovny	D'Arcy Advertising Co., N.Y., Radio, TV Director	D'Arcy Advertising Co., N. Y., V. P., Director, Radio, TV
Wallace W. Elton.....	J. Walter Thompson Co., N. Y., V. P.	J. Walter Thompson Co., N. Y., Exec. V. P.
Harold Graham, Jr.....	M-E Productions, Sr. V. P.	M-E Productions, Exec. V. P.
Jeanne R. Gumm	Arthur E. Wilk Advertising, Chicago, Production Mgr.	Arthur E. Wilk Advertising, Chicago, Media Director
Robert J. Hardy.....	Dancer-Fitzgerald-Sample, N. Y., Media Buyer	N. W. Ayer, Phila., Timebuyer
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Leonard Stein	Doherty, Clifford, Steers & Shenfield, Inc., Asst. Space Buyer	Doherty, Clifford, Steers & Shenfield, Inc., Print Buyer
Sylvester L. Weaver, Jr.....	McCann-Erickson, Intnl., Chmn.	M-E Productions, Pres., McCann-Erickson, Intnl., Chmn.
Robert Widholm	Doherty, Clifford, Steers & Shenfield, Inc., Broadcast Media Supv.	Doherty, Clifford, Steers & Shenfield, Inc., Asst. Media Supv., Broadcast Media Supv.
ADVERTISERS		
Paul J. Allen.....	The American Sugar Refining Co., Adv. Mgr.	The American Sugar Refining Company, Dir. of Mktg.
Frederick Asher	John Plain & Co., Dir. of Adv.	John Plain & Company, Exec. V. P.
Edward U. Clapper	Pan American Airways, Latin American Div., Adv. Production Superintendent	National Airlines, Adv. Mgr.
Robert W. Lear	American Radiator & Standard Sanitary Corp., N. Y., Dir. of Mktg. Serv.	Carborundum Co., Niagara Falls, N. Y., V. P., Mktg.
George A. Welch	Fuller & Smith & Ross, Inc., Mgr., Pittsburgh Office	International Telephone and Telegraph Corp., Dir., Adv., Sls. Prom.
C. Frederick Wheeler	Stanley Tools Div., The Stanley Works, New Britain, Conn., Mktg. Mgr.	Stanley Hardware Div., The Stanley Works, New Britain, Conn., Mktg. Mgr.

ES

PANY
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Chicago,
analyst
Sr. V. P.

M. Steen

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Inc., Exec.

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irector,

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P.

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porated,

Chairman

Jack

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V. P.,

Dir.

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Media

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phone

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Prom.

Div.,

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ember 1961



In Indianapolis... 78.8% of all food linage appears in The Star and The News

These brands are in...in Indiana with The STAR and The NEWS

Morning & Sunday

Evening

Constant editorial emphasis on food makes Indiana's two greatest newspapers the outstanding food salesmen in the state's rich, 45-county market area boasting an effective-buying-income of \$4.3 BILLION.*

Hoosiers have big appetites and you can whet their tastes for your products by placing sales messages before the state's biggest-by-far reading audience.



In this abundant area Star and News coverage (73% of all Metropolitan and retail trading zone families) creates brand popularity that—with strong editorial support—SELLS. Get your products *in* in Indiana with this great 1-2 selling team, the newspapers people read... and respect.

*Source: May, 1961, Sales Management Survey of Buying Power.

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company, National Representatives

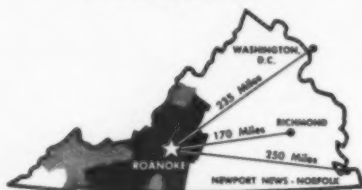


FLASH! WORLD-NEWS
WINS SNPA ANNUAL
ROP COLOR
SWEEPSTAKES
AWARD

Roanoke,
Virginia, is
a powerful
10-point
proving ground
for
market testing

ROANOKE, VA., is:

1. Isolated
2. Negligible penetration
3. Self-contained economy
4. Diversified industry
5. Representative population
6. Representative buying power
7. Ideal size
8. Good distributive outlets
9. Superior newspapers
10. Experienced newspaper staff co-operation



DEADLINE FOR THE
BIG 75th ANNIVERSARY EDITIONS
of the ROANOKE TIMES
is Oct. 6—Get reservations in early

THE ROANOKE
TIMES

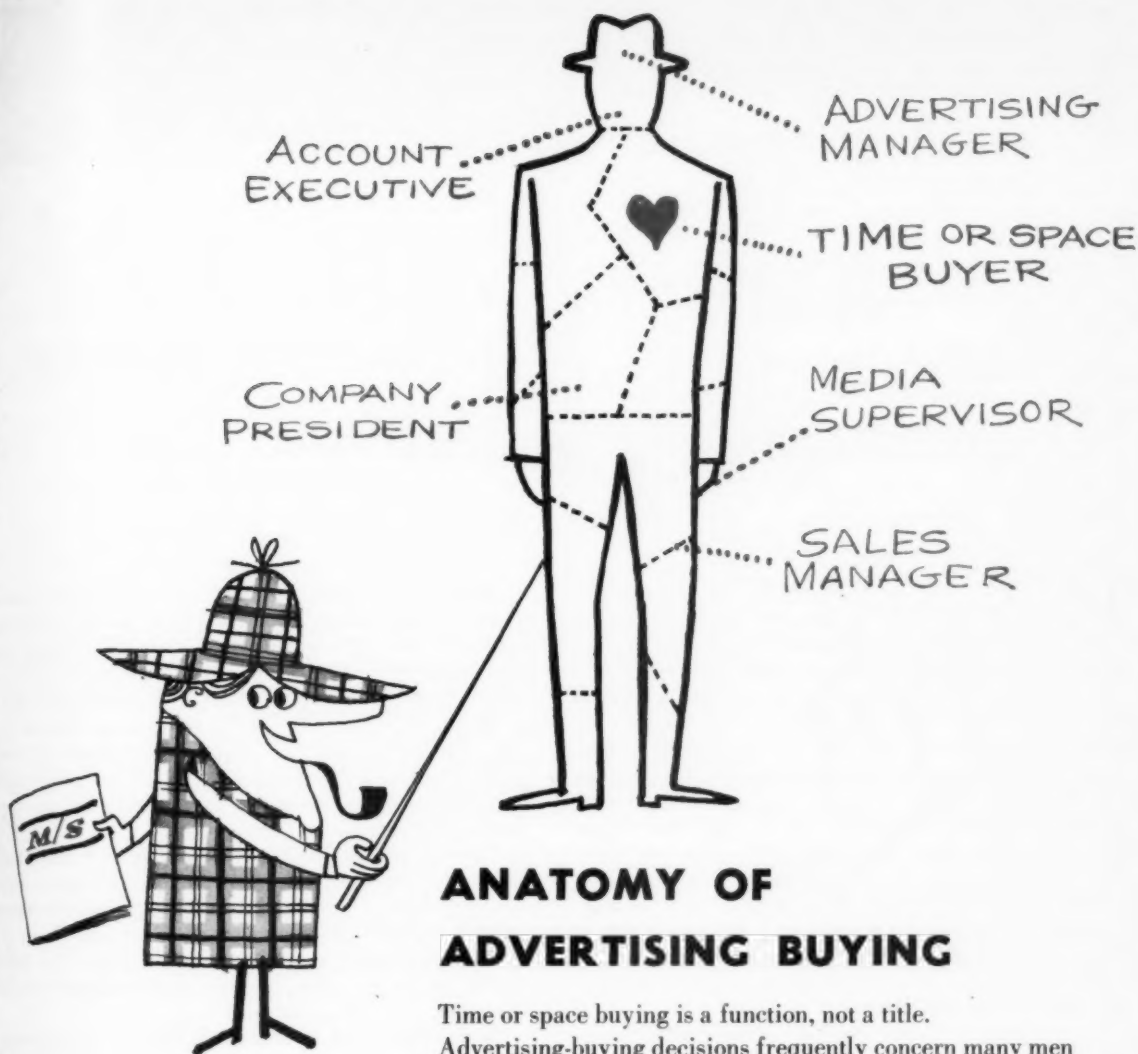
The Roanoke
World-News

SAWYER • FERGUSON • WALKER, Nat'l. Reps.

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KABC TV Los Angeles Doyle-Dane-Bernbach, Inc.	97	Successful Farming L. E. McGivena & Company, Inc.	
KOLN TV Nebraska Doe-Anderson Advertising Agency, Inc.	84	Syracuse Newspapers Doug Johnson Associates, Inc.	
KTAL TV Shreveport Bozell and Jacobs, Inc.	115	Tacoma News Tribune The Condon Company	
Ladies Home Journal Batten, Barton, Durstine & Osborn, Inc.	6	Tampa Tribune and Times R. E. McCarthy and Associates	
Levittown Times/Bristol Daily Courier	92, 124, 130, 136	Texas Newspaper Group Sam Bloom Advertising Agency	
Al Finkle Agency		Today's Health John W. Shaw Advertising, Inc.	
Little Rock Arkansas Gazette Phillip G. Back Advertising	91	Traffic World The Schuyler Hopper Company	
Los Angeles Herald Express Summit Advertising Company	73	Transport Topics The Allman Company	
Machine Design Beaumont, Heller & Sperling, Inc.	5	U. S. News & World Report Mac Manus, John & Adams, Inc.	
Machinery Wilson, Haight & Welch, Inc.	110	WCCO TV Minneapolis Ralph Hobbs Associates, Inc.	
Madison Avenue George Lohr Studios	106-107	WJR Radio Detroit Campbell-Ewald Company	
Manufactured Homes McCall's	30	WMAL TV Washington, D. C. Henry J. Kaufman & Associates	
McClatchy Newspapers J. Walter Thompson Company	11	WMT Radio Cedar Rapids Henry J. Kaufman & Associates	
Media/scope Henry J. Kaufman & Associates	137	Worchester Telegram Gazette C. Jerry Spaulding, Inc.	
		WOXR Radio New York Ralph Gardner Advertising	
		WTAE TV Pittsburgh Lando Advertising Agency	
		WTRF TV Wheeling, West Virginia The Gutman Advertising Company	

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LEVITTOWN, PA.
114,453 Population
THE LEVITTOWN TIMES
AND
BRISTOL DAILY COURIER



ANATOMY OF ADVERTISING BUYING

Time or space buying is a function, not a title.

Advertising-buying decisions frequently concern many men and women in the advertising-marketing complex.

One agency's *time buyer* or *space buyer* is another's *media supervisor*, still another's *account executive*. One advertiser's *advertising manager* is another's *sales manager*, still another's *company president*.

Media/scope is edited for all of them, regardless of title, so long as they are concerned with the advertising buying function. Or for none of them if they are not concerned with advertising buying.

To sell time or space, reach the people who perform the advertising-buying function, regardless of title. Advertise in Media/scope.

Media/scope

Member, Business Publications Audit of Circulation, Inc.

"The Buying Power of the Media/scope Audience" research study by Market Facts, Inc. clearly delineates Media/scope's readers; reveals what media they buy, how much they buy, their involvement in the media-buying decision and approximate size of agency billings and advertiser appropriations. Contact nearest Media/scope office for full information.

published by Standard Rate & Data Service, Inc.
WALTER E. BOTTHOF, Publisher
5201 Old Orchard Rd., Skokie, Ill.
420 Lexington Ave., New York 17, N. Y.
Don Harway & Co., 336 North Central Ave., Glendale 3, Calif.

What Starch Study Means to Media Planners

THE STUDY OF ADVERTISING effectiveness by Dr. Daniel Starch that is presented in this issue is a major contribution to the understanding of advertising. What, specifically, does it mean to media planners?

1. *It shows that advertising does produce a definite share of purchases made by customers.* This should do much to dispel doubts that have long lingered in the minds of many business managements. It is this doubt that has caused slashes in advertising appropriations in periods of business uncertainty, at the very times when firms have most need to increase their sales. It shows that advertising produces approximately three dollars of sales for every dollar of advertising cost. This, of course, is an understatement, for it refers only to current advertising, the purchases produced by specific advertisements, and does not take into account the cumulative or long-term effect of this advertising.

2. *It suggests a sound method of inter-media comparisons.* Media planners have no more impelling problem than making comparisons among types of media. Dr. Starch shows that his method of estimating net purchases produced by advertisements per advertising dollar can be applied to television as well as to magazines, or to any other medium, provided certain data are available. These data are number of perceivers of specific advertising messages, cost of reaching them, number of purchases made by perceivers, and amount paid per purchase. If these data can be procured for magazine advertising, as Dr. Starch has done, it is reasonable to assume they can be procured for other forms of advertising. Then media can be compared on the basis of purchases they produce per dollar of advertising cost.

3. *It shows effects of starting and stopping advertising.* The study shows that purchases by readers were 12.3 per cent higher during the first year of advertising over the last preceding year with no advertising. It presents other cases which show that stopping advertising was followed by a decline in current consumer purchases of 14.2 per cent the first year after advertising was stopped.

4. *It suggests how much one should advertise.* The study shows that the more advertising impressions are made, in relation to the size of the market, the more net

purchases are made as the result of stimulation by advertising. It also shows from a study of heavy advertisers and light advertisers that the former got substantially more from their investment. It proves that advertisers, at any level of brand use, who geared their advertising to be above rather than below the average amount for their respective brand use levels, tended to get more for their advertising investment than those who geared their advertising to be below the average amount for their brand use level.

5. *It shows the break-even point.* What is the break-even point in new-product advertising, the point when net ad-produced purchases become equal to advertising costs? In a study of two products, Dr. Starch shows this point is reached in approximately two years. This information should give direction and encouragement to media planners.

6. *It helps to compare the effectiveness of campaigns.* The study data show how different campaigns of one advertiser can be compared on the basis of purchases induced by dollars of advertising cost, and also how our advertiser's campaigns can be compared with a competitor's campaigns.

7. *It describes build-up in readership.* The data show that there is a cumulative effect in build up in the early years in the readership of advertisements for a new product, and that it reaches its full effect in the fourth year. Dr. Starch maintains that the same identical advertisements may be repeated up to seven or eight times at intervals of a month or more without showing a decline in readership.

8. *It shows that campaigns wear out.* As to selling effectiveness, the story is quite different. Campaign themes, if they do not actually wear out, do wear down to a much lower level of performance. Therefore, the media planner cannot rely solely upon readership data.

9. *It compares advertisements of different sizes.* The Starch study shows that although one-page advertisements produce fewer readers per dollar than half-page advertisements, the full-page advertisements do somewhat better in stimulating purchases. Therefore, the media planner should think more about using full pages. ■

Advertising Facts

McCall's

MARKET RESEARCH

MCCALL'S LEADS THE WSM FIELD
IN 35 WAYS

The latest reported and handcounted figures show that McCall's leads both the Journal and Good Housekeeping in the following 35 meaningful measurements of advertising, editorial and circulation achievement:

Advertising (First Six Months 1961)

1. Total Advertising Revenue
2. Total Advertising Columns
3. Food & Grocery Advertising Revenue
4. Food & Grocery Advertising Columns
5. Drugs & Toiletries Advertising Revenue
6. Drugs & Toiletries Advertising Columns
7. Appliances Advertising Revenue
8. Appliances Advertising Columns
9. Home Furnishing and Building Advertising Revenue
10. Home Furnishing and Building Advertising Columns
11. Apparel Advertising Revenue
12. Apparel Advertising Columns
13. Other Advertising Revenue
14. Bleed Advertising Columns

FYI

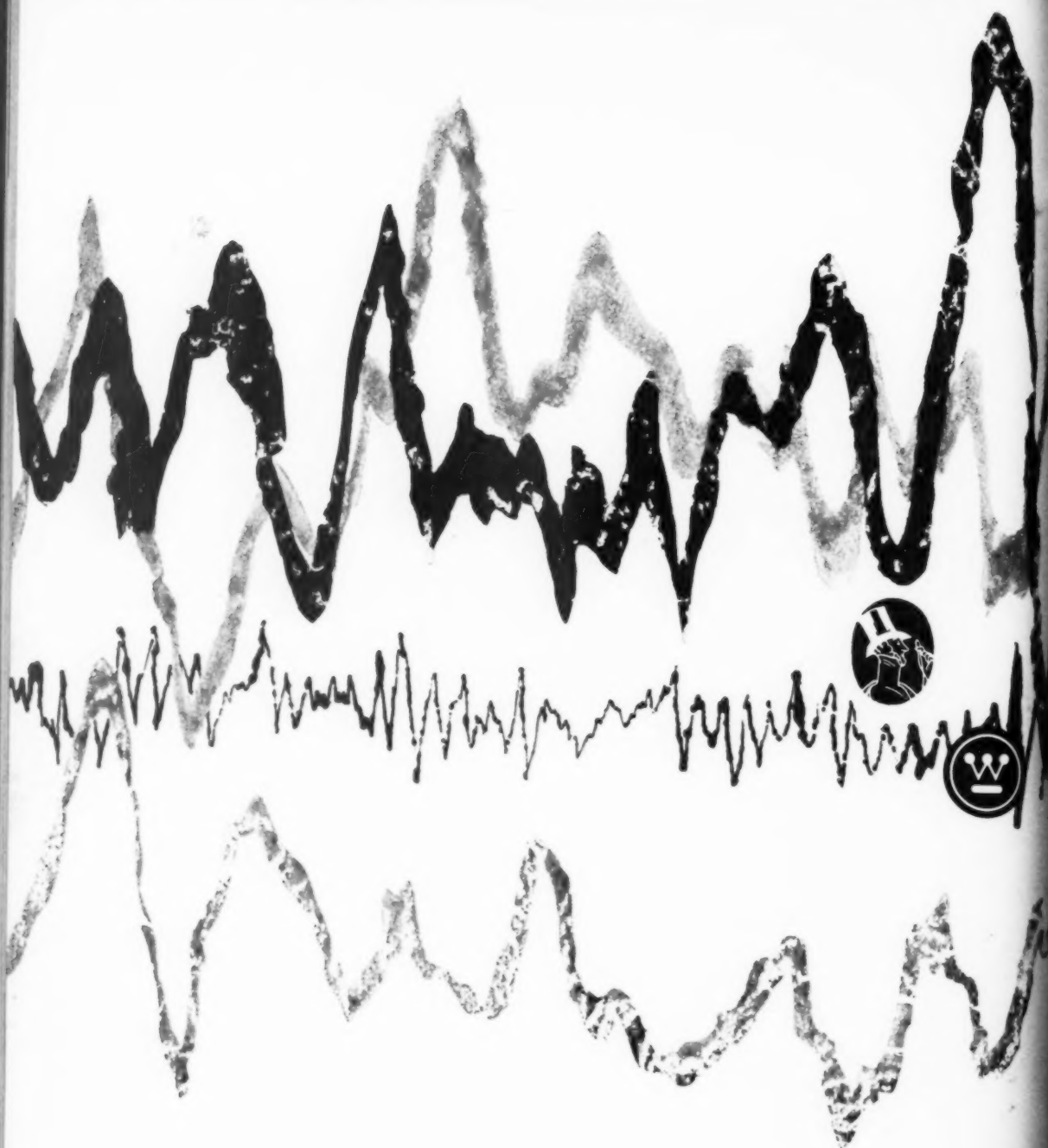
Editorial (First Six Months 1961)

15. Total Editorial Linage
16. Total Service Editorial Linage
17. Food Editorial Linage
18. Apparel Editorial Linage
19. Beauty Editorial Linage
20. Home Furnishing and Building Editorial Linage
21. Children's Editorial Linage
22. Fiction Editorial Linage
23. Cultural Interests Editorial Linage
24. Editorial Text Linage
25. Editorial Illustration Linage
26. Editorial Pages Having Four-Color
27. Number of Editorial Food Recipes
28. Total Magazine Linage (including advertising)

Circulation (First Quarter 1961)

29. Average Total Circulation
30. Average Total Circulation Growth (vs. 1st quarter 1960)
31. Average Single Copy Sales
32. Average Single Copy Sales Growth (vs. 1st Quarter 1960)
33. Total Subscriptions Sold
34. Average Subscription Circulation Growth (vs. 1st quarter 1960)
35. Total Subscriptions Sold at Basic Prices

MRES A.256.7.18.61.



Do you know these things about tomorrow?

Surgery with sound. eyes that see at night, and many other things. Westinghouse knows. They and their advertising agency, Ketchum, MacLeod & Grove, Inc., created a special corporate advertising campaign on their projects for



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NEW YORKER

No. 25 WEST 43rd STREET, NEW YORK 36, N. Y.

the future — and are running it exclusively in The New Yorker. Results* to date have been notable, even surprising. You reach the influential people who are shaping a new marketing concept when you use The New Yorker.

*To get the whole story, write us and we will send you a booklet. Other advertising offices: Chicago, San Francisco, Los Angeles, Atlanta and London.

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